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SOAP

A MONTHLY MAGAZINE

for Manufacturers of Soaps of All Kinds, Disinfectants,

Household Insecticides, Cleaning Preparations, Polishes and Allied Products

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SOAP

The Editor's Page

Volume Two
Number Twelve

Rosin Production and Prices

SINCE last January, rosin prices have declined anywhere from five to eight dollars per barrel depending on the grade. This decline has been induced purely and simply by a large increase in production in the South, stated by some factors to be one-third larger this season than last year. Receipts of naval stores at Savannah, Jacksonville and Pensacola up to June 30 were the largest which these distributing markets had recorded at any time for a similar period during the past six years. Leading operators have met to discuss ways and means to cut down the production in order that prices may not go any lower and may, in turn, regain some of the ground which they have lost.

At the close of the 1926 season, a number of predictions were made that rosin and turpentine production this year would be large. First, the high price was stated to be the greatest attraction for new production; second, a swing away from cotton after the disastrous 1926 season was predicted, with naval stores appearing the most lucrative field for shift of capital. These factors, coupled with ideal early season weather, have sent a heavy production to market.

With prices at the levels which they held for most of 1925 and 1926, producers could expect little else this year than exactly what has happened. The sharp fall in prices is the one thing which will tend to cut down production next year. All the organizations, statistics and talk in the world will not have as much effect as a sharp drop in price. To expect a reaction in production figures next year appears logical. In the meantime, it is advisable for American soapmakers to give a thought to their 1928 rosin supplies. With N rosin, for example down to about $3\frac{1}{4}$ c as compared to $5\frac{1}{4}$ c last January, a reversal in price movements as a result of a reversal in production figures, is certainly within the realm of possibilities.

Instead of bending all their efforts toward cutting down production, the operators

might do well if they would aim to stabilize their market. As surely as they force prices to abnormally high levels again next year or thereafter, they will be faced with a subsequent repetition of their present overproduced market. As long as they encourage a sensitive, speculative market, they must be prepared to accept the bitter with the sweet.

With an Eye Toward Christmas

WHAT is more prosaic than an ordinary safety razor? Yet many thousands of them undoubtedly pass into consuming channels as gifts every year. Christmas gifts, birthday gifts, and what not. Most razor manufacturers sell their products in two types of packages one for twenty-five cents to a dollar, and then much the same razor in a gift package at anything from five dollars up. Two distinct markets are covered, that for a cheap utilitarian article and the gift market.

What the candy manufacturer has done in marketing gift packages is well known. Cigarettes, cigars, handkerchiefs, perfumes,—advantage has been taken of the demand for gifts, especially seasonal gifts, by manufacturers of these and other products. They are especially packaged and pushed for the Christmas and Easter gift business. Particularly in the case of perfumes and candy, it is likely that more of these products are purchased expressly to be used as gifts than for any other purpose.

The sale of soaps for gift purposes is quite obviously very meagre. Soap packages and combinations suitable for gifts are comparatively few. A purchaser who enters a department store with a view of securing a handsome package of soap, selling anywhere from one to five dollars, is almost compelled to select an imported item. With few exceptions, American manufacturers do not go in for this type of business. Apparently, large and small manufacturers alike are imbued with one idea alone—tonnage.

For the 1927 Christmas season, there is

still time to increase the sale of gift soap, and for the Easter, 1928, business, plenty of time to lay new plans. Luxury packages, elaborate wrappings and handsome boxes, with prices high enough to satisfy the requirements of a quality gift, all backed by some genuine sales efforts, can increase the sale of gift toilet soaps. With thousands of dollars being spent by gift buyers for innumerable useless knick-knacks, the utilitarian appeal of a box of soap should be a material sales help to the latter. There appears to be an opportunity here for some of our smaller toilet soap makers to profit from a potential demand. No apparent reason exists why soap should not sell just as well in the gift markets as candy, perfumes, or razors—that is, if it is made to sell there.

On Scrapping Equipment

AT A reputed cost of one million dollars per day in lost production alone, Henry Ford is re-equipping his Detroit automobile plants. Millions of dollars worth of machinery is being junked without the slightest hesitation; equipment which is still well able to turn out many thousands of cars, is being ripped out and discarded. Ford has prepared to meet the new competition in the automobile industry. He knows that he must meet it to continue selling Ford cars. No tears are being spilled over the machinery which is being discarded. It has outlived its usefulness; therefore, it must go.

Europe is reported aghast at the thought of junking millions of dollars worth of machinery which is not worn out or defective. Industrialists on the Continent are apparently at loss to explain the psychology of American business men who do this sort of thing. However, the productivity of the American automobile industry is reported to be three times as great per unit of manpower as the same industries of Europe. Only by holding the pace in the development of mechanical equipment have American manufacturers been able to dominate the automotive markets of the world.

Now, let us turn to the soap industry. How many firms, well-known and classed as progressive, have some department of their plants limping along, interfering with the general efficiency, because the equipment of that particular department is antiquated? How much faulty soap is a direct result of old equipment driven under speed and pressure for which it was never intended? How much is paid in double overtime and Sunday wages to make up for

mechanical shortcomings? There is no end of equipment in the soap industry still operating, which under the same conditions in the automobile industry would have been on the junk pile five or ten years ago. The case of the Ford plant epitomizes American industrial progress. Its psychological effect on all industry will be great. May those parts of the soap industry which need it most, heed its influence.

Your Moral Support, at Least

WHEN a progressive movement gets under way, it must of necessity look to support from progressive people. In every industry, there are large numbers of manufacturers who do not enter into any co-operative activities with their fellows until such time as success is certain. The pioneering is always left to a few. The benefits which accrue to an industry as the result of group activities are usually widely distributed among all manufacturers who go to make up the industry. To sit on the sidelines and accept the results of other people's efforts, rather than to pitch in and give such support as is possible, is quite distinctly not the American idea.

Within the soap industry, *Cleanliness Institute* is now operating. It is made up of a group of large soapmakers and is undertaking a man-size job. The benefits from its work should be manyfold both among the public generally and in industry. The work is well financed; financial aid is not needed. *Cleanliness Institute* does, however, want the moral support of every American soapmaker. It wants every progressive soap manufacturer to be identified with the work from the very beginning. It wants to go to public health officials, educators, social service organizations, and others with one hundred per cent. of the soap industry behind it and identified with its work for cleanliness.

American soapmakers are eligible to affiliate with *Cleanliness Institute*. The annual dues are nominal, twenty-five dollars per year. Those powers of the soap industry who started this movement do not wish to keep it for themselves. They want their fellows of the industry to join with them and have taken this membership plan with merely nominal dues as the means. No progressive soap manufacturer can stand aloof in the face of such an invitation.

Errors in Shaving Cream Manufacture

Some Common Mistakes in Process and Raw Material Selection and How They Usually Can Be Avoided

By HERBERT JOYCE



GREAT deal has been written on this subject and a great many formulas have been published and yet to my estimation, there are very few shaving creams on the market that could be called perfect. I have examined a great number of brands and found some were granular, very often liquid separating, very unpleasant and rancid and left a sickening odor on the skin; some were too hard and some too soft; everything showed carelessness in manufacture. Most of them had free caustic, one of the most important things that must be guarded against, as we all know the effect of caustic on the skin. I myself not very long ago went to one of the finest barber establishments in New York City to have a shave, and when the cream was applied on my face it felt as if it were burning me up. I simply had to make the barber wash off the soap and go without a shave. Much to my surprise, the soap was of a well-known brand, but evidently carelessness due to the manufacture and lack of testing the soap before tubing allowed that certain batch to go out on the market. Later I bought a tube of the same brand but evidently of another batch and after testing it thoroughly, found it to be free from caustic. Quite a contrast with the other tube of a few weeks prior to this incident. I speak very strongly on the carelessness of manufacturers to let their goods go on the market without a thorough inspection. Shaving cream is a very important item. A slight defect during the process which is left unchecked will surely give the brand a "black-eye." Being vitally interested in the soap industry, I always examine from time to time the shaving soaps on the market. Only

DUE to a multiplicity of common errors in manufacture, the number of really high grade shaving creams on the market to-day is limited, Mr. Joyce states. A tube of a certain brand purchased to-day may be entirely different from one purchased previously. Some shaving creams are of poor quality once in a while due to an occasional faulty batch; many are consistently bad. The poor quality of finished creams is usually traceable directly to improper raw materials or method of manufacture according to Mr. Joyce who outlines the most common mistakes and how to avoid them.—The Editors.

recently, I bought a tube of cream of a widely advertised brand. The carton was wet and sticky, a gelatinous mass was oozing from around the cap and also at the bottom. I immediately mailed it to the manufacturer, addressed it to the superintendent in charge of that department. I did this feeling he would appreciate seeing what had happened to his soap. I also told him how to remedy this defect and in a few days I received a letter of thanks for my thoughtfulness. If manufacturers were more strict in testing each batch before tubing, less trouble would be coming in. I have often gone through factories and watched the operators work, and you would be surprised how much carelessness is going on. One day while the caustic potash lye was being tested it showed 38° Be., and I asked the man if that were not too strong to use for the particular soap he was going to make. He said the formula called for 37° but he didn't think one degree would make much difference; besides, it would delay his work

if he had to reduce the lye and so he used the 38° lye. Now what do you think would happen in this case to a 1,000 pound batch of fine shaving cream? Figure out yourself how a thing of this nature is the cause of such a lot of poor quality shaving creams on the market. I believe that every batch of soap should, while in the process of manufacture, have every weight checked by a second man before using, and not left to one man. Very often a man, regardless of how careful he is, makes a mistake which will ruin a batch.

Carelessness of manufacture is not the only fault. One of the main troubles is lack of knowledge of the proper ingredients to use and

a formula improperly balanced. The materials of a good shaving cream of the modern type consists of only seven items, namely, stearic acid, coconut oil, caustic potash, boric acid, glycerine, water and perfume. I have seen some soaps that contained cocoa butter, beeswax, gums, benzoic acid, sugar of milk and many other items that do not belong to a shaving cream and only tend to make it more troublesome for the manufacturer and without any benefit whatsoever in the quality of the finished cream.

Selection of Materials

ONE of the most important factors in manufacturing a good cream is the selection of the raw material. This is really of prime importance. I shall start with stearic acid. If the manufacturer wants a very pearly shaving cream then he should buy a good grade of double pressed, almost odorless, stearic acid. If a less pearly soap is needed, then buy the triple pressed, which is whiter and costs a little more. There are a number of high grade stearic acids produced in this country and one should not be difficult to locate. In my estimation, the United States can today manufacture equally good, if not better, stearic acid than Europe. Now, we shall go on to coconut oil. This article is much more important than any other ingredient in the manufacture of shaving soaps. The commercial grade is not suitable for a fine soap; it is always rancid, more or less, and produces a very disagreeable odor upon saponification. It would be too troublesome to try and purify it yourself, and for a trifling additional cost, you can obtain the edible grade which is odorless. Of course you can use the commercial grade, but the finished article would be entirely unsatisfactory. Coconut oil in the manufacture of shaving creams is indispensable, regardless of what some manufacturers claim. In the right proportion, it makes an ideal cream.

The boric acid should be of powdered commercial grade. It is very necessary as it produces a borate which improves the appearance and the consistency of the cream. Caustic potash is another very important item and a great deal of care should be taken in selecting it. The best grade for shaving creams is the electrolytic caustic potash of 86 to 92% of anhydrous caustic. It comes in drums of six to seven hundred pounds and is mostly imported from Germany. Unless you have a guarantee from the importer that the grade he is selling you is actually pure caustic potash, a test will have to be made, as some so-called caustic potash contains a great deal of caustic soda which is entirely unsuitable for a cream

soap. In preparing the lye, simply take the whole drum as it is without hammering or breaking it. Just take one end off and lay it in the tank; then fill up with water to three-quarters of the height of the drum and in less than an hour your whole drum of potash will be dissolved and the empty drum is taken out and can be used for many purposes in the factory. In the case of glycerin, the regular U.S.P. is used which is odorless.

Selection of the Perfume

PERFUME—This is up to the manufacturer and a great deal depends on the selling price of the cream, but care must be taken not to use any oil or synthetic which causes a burning sensation on the face, such as cassia or any such items well known to irritate the skin. I find that a very good and pleasant combination is a mixture of rhodinol terpines, geranium, bergamot and lavender. Use that at the rate of 50% of rhodinol terpines, 10% geranium, 10% bergamot and 30% of lavender.

In the process of manufacture, which is the main thing, you will have to use judgment. To saponify the stearic acid and coconut oil at one time would be fatal as the stearic acid would saponify before the coconut oil and leave some of the coconut oil unsaponified, which eventually would turn rancid. The proper way is to weigh out all the coconut oil and add only part of the stearic acid, then add the whole amount of caustic potash, boric acid and glycerin and let it stand for at least one hour. At the end of this period stir for a few minutes until a smooth translucent appearance is secured. This will be a strong soap. At this stage, add the balance of the stearic acid which should be previously melted; this will neutralize the excess alkali, and after stirring, for ten to fifteen minutes let it stand for another thirty minutes, and at the end of this period, the soap will be complete. Stir again until it thickens up and when cooled down, but still warm, add the perfume.

Some manufacturers let the soap stand for a few days and then add the perfume oil. This is a mistake because regardless of how you mix the batch the particles of essential oils will not blend with the soap, traces of the oil will be seen through the whole batch and a trace of the oil when brushed on the face will certainly make the skin smart, irrespective of the perfume oil which has been selected. Any essential oil rubbed on the face will smart. By incorporating the perfume oil while the soap is still warm, it blends perfectly, the heat of the soap emulsifies the oils and they combine with the soap uniformly. I have tried it both ways with the same quantities and the batch in which the

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perfume oil was added when the soap was stone cold smarted the face, while the batch in which the perfume oil was incorporated in the warm soap was absolutely free from any smarting.

A shaving cream should produce a quick lather of a creamy consistency; it should soften the beard and have sufficient slip to make the razor cut without friction. It should be antiseptic and leave the skin smooth after the shave. It should have a pleasant perfume, as often this is a great factor to the user, the same as a tooth paste. Many people judge this article by its pleasant taste and overlook the quality of the paste.

Computing the Ingredients

IN FIGURING out your batch be careful of the amount of caustic potash used, take the saponification value of your stearic acid and coconut oil and then add five to ten per cent excess of stearic acid which will remain in a free state in the finished cream. This is necessary as it produces a rich, thick, non-drying lather. The use of boric acid is also an important factor in the shaving cream as it produces the borate which is necessary to make a quick lather. Shaving cream should be aged before tubing for at least two weeks and during that period stir the soap for a few minutes once a day. It helps the appearance, makes it more pearly and smooth. Some manufacturers tube the soap the day after it is completed and some tube it hot. This is a very bad practice. I advocate aging it and examining it from time to time. Make sure the soap is right before tubing. It certainly pays.

In conclusion, I would advise the manufacturer who wishes to add shaving cream to his line to let some reputable soap manufacturer make it for him. There is a great distinction between a perfumer and soap maker. Soap making is an art in itself and you will find very seldom find a perfumer who understands soap-making, and a soapmaker who understands the art of perfumes and cosmetics. It would be unfair to ask a perfumer to manufacture soap, but for those who insist on making their own soap, I would advise them to make experimental batches and not to be in too great hurry to put it on the market. It takes time. A soap may look very good the first few days but in aging will show many unexpected developments, and until you have it perfect, let the practical soap man make your product.

—♦♦♦—
Darco Sales Corp., New York, have announced the addition of Herbert G. Sidebottom, recently of Jayne & Sidebottom, to their staff, as assistant to the president of the firm.

The Swedish Soap Industry

The manufacture of washing preparations in Sweden on an industrial scale, began early in the nineteenth century. The most important products in this branch of industry are green soap, soap for toilet and other purposes and washing powder, but the plants engaged in their manufacture frequently also produce perfumery, cosmetics, and miscellaneous toilet preparations. This industry is divided over a comparatively large number of factories, some of which supply merely a local market while others sell their products over the whole kingdom. The larger and leading plants, and also some of the smaller ones, have reached a very high level of technical development and organization.

At the beginning of 1925 there were eighty-two soap factories, employing a total of 1,300 workers, in Sweden. The output of these soap factories aggregated 4,600 tons of soap, 22,000 tons of green soap, and 5,500 tons of washing powder, together valued at 35,000,000 kronor, in 1924. In the same year Sweden exported 400 tons of washing powder, but practically no soap, and imported 600 tons of soap, 500 tons of washing powder and a negligible quantity of green soap.

Among the larger and well known manufacturers in this branch of industry in Sweden are Barnängens Tekniska Fabriker A-B., Hylin & Co's Fabriks A-B., A-B. Grumme & Son, Parfymeri F. Pauli A-B. Wilhelm Becker, Tekniska Fabriken Helios, Lazarol Fabriken, A-B. Oxyegnol, all in Stockholm; Fabriken Tomten, A-B. Eneroth & Co., Tvaloch Parfymfabriken Viola A-B., Shéels Fabriker A-B., all in Gothenburg; A-B. Fabriken Carl, Malmö Gamla Tvalfabriks A-B. A. P. Sjöbergs Fabriker, M. Zadig, Malmö Oljeslageri & Hap-pachs Sapfabriks A-B., Johan D. Andersson, all in Malmö; Nya A-B. Triton in Sundbyberg; F. Ahlgrens Tekniska Fabrik and Tekniska A-B. Flora in Gevle; Henrik Gahns A-B. in Upsala; Fabriks A-B. Victoria in Helsingborg; A-B. Tekniska Fabriken Gripen in Linköping; Henrikssons Tekniska Fabriks A-B. in Örebro; Industri A-B. Sylva in Landskrona; and A-B. P. Hakansson in Eslöv.

Portugal buys little in the way of American toilet goods in spite of an increasing consumption of these products there. France is the leading supplier with Germany and England shipping lesser quantities. High duties and unfavorable rate stand against American shipments.



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Fancy Boxes in Gift Soap Sales

*Attractiveness of Container Most Important Feature
in Distribution of High Priced Soaps*

THE psychology behind the purchase and sale of high priced soaps in fancy boxes, primarily for gift purposes, was revealed in a rather interesting manner recently by a representative of *The American Box Maker* who happened to observe a sale in the Harvey Drug Store and Gift Shop in the new Chicago Union Station of two boxes of soap. The two boxes retailed for \$3.90 together. One was a fancy imported affair containing nine small tablets of soap which sold for \$2.70, and the other was an American production containing three cakes which sold for \$1.20. The sale in itself was unusual and apparently significant as far as indicating the psychological reactions of a purchaser who had "never paid over 15c a bar for soap in my life," when genuinely high priced soap was suggested.

The observer describes how a man and woman stopped in the Harvey store to take something "home to mother" in the way of a gift. The well displayed box of imported soap caught the eye of the woman. Upon learning that the price was \$2.70 for the box she demurred. That "was a lot of money for soap". (Like millions of other American women, her education over a period of years by leading soapmakers had been completed. She likewise expected to buy the best soap, box and all, for next to nothing.—Editor.) A good sales talk eventually sold the merchandise. Perhaps, ninety per cent of the appeal was in the beautiful packages. They aroused the desire to buy something beautiful, something really suitable for a gift. This desire, coupled with the fact that the packages contained an extremely useful article, an article equal in quality to the beauty of the package, undoubtedly made the sale. That the purchase was to be a gift to one who

probably would appreciate both beauty and utility, in all likelihood, doubled the appeal.

The observer for *The American Box Maker* goes on to give some of the sidelights of the sale and the part which the fancy packages played.

"To us, selling nine little bars of soap, at an average of 27c each, as was done in the French soap package, is merchandising of the highest order. We had the pleasure of spending about two years of our life over in France. While there, we foolishly blew in a lot of our spare change, on typically French knicknacks, including some fancy soap, which we purchased on two occasions, for one of our young lady friends at Marseilles. We had occasion to wash with this high quality French stuff, a couple of times after we presented it.

The only thing that came to mind at that time, if we remember correctly, was this, "Oh boy, if I could only get a good bar of nickel Life Buoy soap." With the French soap selling at 27c a bar, and from what experience we have had with this kind of wash up material, it looks to us as though the attractive box, and the way the soap was arranged in it, positively increased the actual value of the imported goods some 500 per cent.

The box carrying the Nalgiri Soap creation of the Kolynos Company is truly the most beautiful American soap package which has as yet come to our attention. And it wasn't far behind the French box, we must admit, in bringing a real he-man's price for its contents, as the price of \$1.20 for the three small bars will indicate. However, if you should ask our opinion, we'd have to say that while it was a better constructed box, it sort of lacked that snap of originality, which first caught the eye of the young lady looking for a Mothers' Day gift.

SOAP, manufactured and packaged primarily for gift purposes, has received but minor attention from American soap makers. Of course, unless the volume of this gift soap business might run into large figures, it would not pay a number of the larger manufacturers to bother with it. There is a field here, however, for the smaller and medium sized manufacturers to build up a lucrative business. Candy, perfume, razor, cigarette, cigar, and other manufacturers account for a large portion of their business in the gift market. Why not give soap in appropriate packages a healthy push for the 1927 Christmas season?

—The Editors.

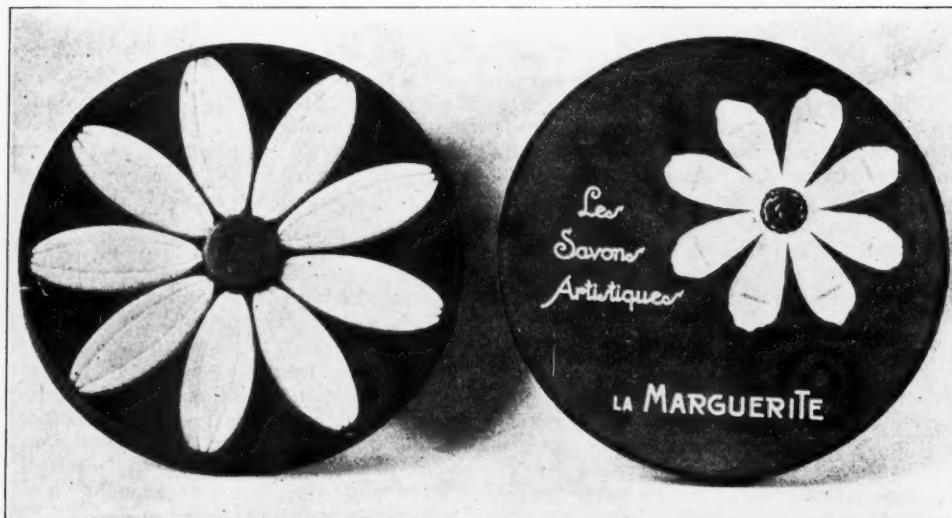
The French box is a hand-made affair, with extension edge. Its predominating color is green. It stands approximately an inch high, and measures $10\frac{1}{4}$ inches in diameter. The extension edges of both the box and the lid is a smooth gold stock. The top label is of bright green, imbossed pebble stock. Embellished through it is a rather stiff reproduction of a lily, in white and yellow. The type matter is in white and in yellow.

Taking the lid as a whole, the contrasting colors of bright green, yellow and white give it a decided snap. However, it isn't anything very strong, and wouldn't stand much rough handling or permits things to be piled on top of it on the retailer's shelf. While the top label is of bright green, the sides are of olive green. The turn-in measures about $3/16$ inches and has been very carefully done without a wrinkle or a bulge. The pure white board used in the lid construction has been left unlined. The box itself is of much sturdier construction. Its sides, both inside and out are of the same style of stock used in the lid, only it is of olive green hue. The inside of the box is also completely lined in olive green. As can be seen from the picture, the soap has been made into the form of a lily, pieces of white soap, serving as the petals, and pieces of yellow soap serving as the usual yellow lily center. In order that the soap petals may hold their position, cut out pieces of very heavy solid fibre board, covered with the same olive green stock, have been pasted in.

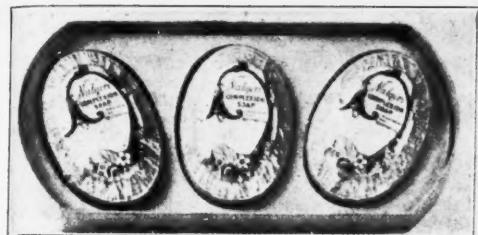
This construction permits each petal to rest within a $3/16$ inch high protection. The box bottom is covered over all with a cream-colored stock of the same nature as the green stock above.

The Nalgiri soap box is also a hand-made box, of peculiar shape. It is $1\frac{1}{8}$ inches, $3\frac{3}{4}$ inches wide, and ranges from 8 inches long down to 6 inches long. We will touch first on the box itself and then on the lid. The general color scheme is in grey. The soap is of tan, wrapped in cellophane, set in a close cut grey cut-out, labelled with a silver, blue, green and red label. The contents are in striking contrast with the soft grey, dull finish enamel stock which covers the box itself. As compared with a top with practically no advertising matter other than the trade mark, the box bottom is covered over all with a big blue label which tells something of the quality of the contents, and of the other items in the Nalgiri line. As a means of acquainting the user with the other items, these are listed in large 18-point italic type on this label. Then, in order that the user may be able to identify the other items in the line when she uses them, a large portion of this bottom label is devoted to the following: "Each package bears the distinctive decorative motif, in silver, blue and orange."

The colors on the lid are orange, green, blue, yellow, white and tan. With an edging of deep sky blue, the box has an air of quality. The center panel effect, through which the stems and



Showing the unique box of a French manufacturer containing nine cakes of soap arranged in the form of flower petals. This package retails for \$2.70.



One of the most beautiful American packages. The Nalgiri package with its three individually wrapped cakes, retails for \$1.20.



flowers spread, is of shining silver. The flowers are orange and blue, the stems of bright green and black. It is the sort of a quality box which with its small amount of visible advertising, would be a decoration for any dresser. The little flower, leaf and circle border, which shows clearly in our picture, is a beautiful piece of work, which adds much to the general appearance. Almost an exact reproduction of this border is used on the sides of the box."

These two packages show the manner in which one French and one American manufacturer have put out high class gift packages. The packages quite obviously remove the soap from a class of strictly utilitarian articles. They furnish the necessary dress to give the unmistakable stamp of luxury; they give the gift atmosphere which is essential apparently if thirty or forty cents per cake is to be the price of the soap.

There are 33 soap manufacturers in Denmark, according to a recent report from the American Consul at Copenhagen. In 1924 a total of 25,800 metric tons of soap were produced, most of this, 15,832 tons, being classified as soft soap. On the whole this compared favorably with pre-war production, close to 20,000 metric tons having been turned out in 1913, by 32 factories. In the case of toilet soaps, however, a twenty-five per cent decrease was evident, with only 3,202 metric tons being manufactured in 1924 as compared with 4,347 in 1913. Denmark exported over a million kilos of soaps, in 1924, as against only 800,000 kilos during the preceding year. Imports have never been particularly heavy, with washing powders the only large item in the list, 1,424 metric tons having been bought in 1924.

Procter & Gamble Co. are adding three floors to their warehouse at Hamilton, Ont., and are also making some minor equipment re-arrangements there.

The New York State Public Service Commission has approved new rates of the New York Central (East) on caustic soda, carload, minimum weight when in barrels 40,000 pounds, and when in iron drums 50,000 pounds, from Black Rock, Buffalo, East Buffalo, Echo-ta, Harriet, La Salle, Lewiston, Niagara Falls, North Tonawanda and Suspension Bridge to stations on Pennsylvania division: Thompson's to Corning, inclusive, of 19 cents, a reduction of 3.5 cents per hundredweight, effective August 9. The commission has also approved new rates of the New York Central (East) on caustic soda in bulk in wooden barrels or in metal cans and packed in barrels, boxes, cases or crates, carload minimum weight 40,000 pounds, or in bulk in iron or steel drums, carload minimum weight 50,000 pounds, or in tankcars, carload from Echota to Johnson City (on Erie) of 19 cents per hundredweight, effective August 9; also of the West Shore on caustic soda, carload minimum weight when in barrels 40,000 pounds, and when in iron drums 50,000 pounds, from stations East Buffalo to Suspension Bridge, inclusive, to stations on Pennsylvania division of the New York Central: Thompson's to Corning, inclusive, of 19 cents, a reduction of 3.5 cents per hundredweight, effective August 9.

Cottonseed oil and its various by-products are now being produced in Mexicala, Lower California, Mexico, according to a report from the U. S. Consul at that point. The factory was only recently placed in operation and it is understood that soaps, glycerin and other oil products will ultimately be made, providing better transportation facilities are provided.

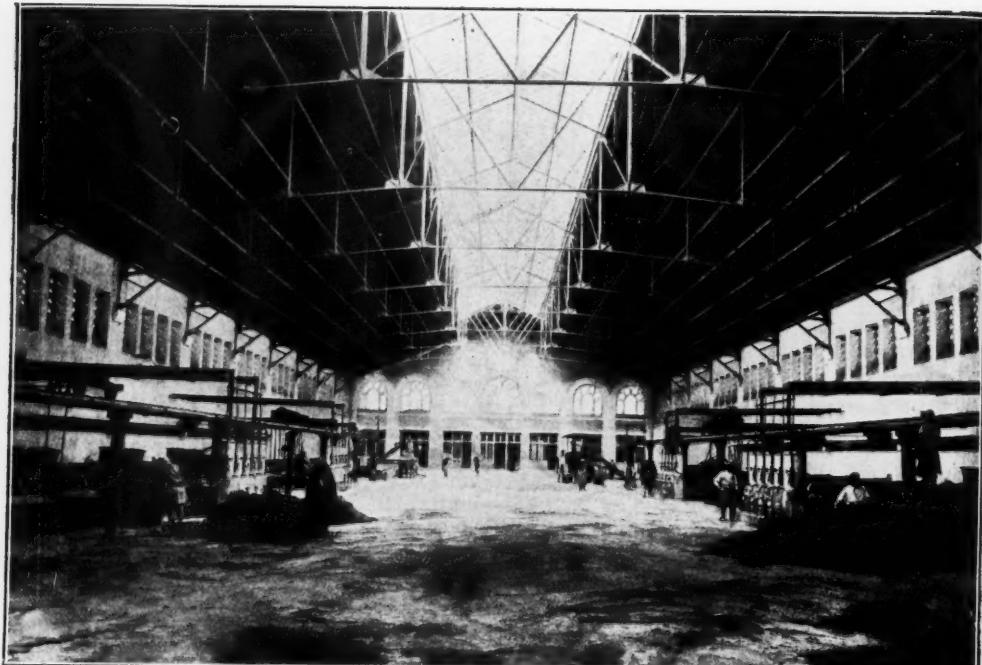
Soap, in the form of artificial fruit and coated with wax, has again been the subject of a tariff dispute, the difference having been settled in the same manner as all of the previous cases. The soap was originally classed as artificial fruit, at 60 per cent, the revised classification being as soap, at 30 per cent.

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510 North Dearborn Street

Say you saw it in SOAP!

Analysis of a Soap Market by Brands

What an Annual Survey Shows About the Consumer Market in Milwaukee Compared With Previous Years

OF SOME 142,000 families in the City of Milwaukee, whose buying habits were recently analyzed by *The Milwaukee Journal*, 99.51 per cent buy and use toilet soaps, 73.16 per cent package soap flakes, 98.54 per cent use scouring cleaners, 84.09 per cent white laundry soap, 62.62 per cent yellow laundry soap, and 35.44 per cent washing powders. This leaves about a half of one per cent not using toilet soaps, and these are believed to use laundry soaps for toilet purposes.

A tremendous variety of toilet soaps is carried by Milwaukee dealers, but these are not listed in the survey because the majority of Milwaukee families do not use these odd soaps regularly. The latest survey shows 78 brands of toilet soap in general use. Of these 78 brands, four may be considered as sales leaders—*Palmolive*, with 42.31 per cent of the total toilet soap sales; *Ivory*, with 21.93 per cent; *Lifebuoy*, with 15.53 per cent; and *Jap Rose* with 6.45 per cent. Of these four leading brands, the only one to gain in popularity has been *Lifebuoy*. The popularity of the other three brands has decreased slightly. *Palmolive* represented 43.57 per cent of total sales in 1926, which was 1.26% above the current year. *Lifebuoy*, which conducted extensive advertising in Milwaukee in late 1926 and early 1927, showed a gain of 4.5% based on all soap sales, which is a gain, based on *Lifebuoy* sales in 1926, of some fifty per cent.

The survey for 1926 showed a listing of 95 toilet soap brands against 78 for 1927. In the case of *Jergens* and *Armour*, it was stated, it was necessary to list under the manufacturers' names rather than by individual brand as apparently the public did not differentiate between the various brands merchandised.

Toilet soap consumption for Milwaukee totalled 9,495,629 bars for 1927 as against 9,867,803 bars for 1926. The average consumption per family shows a decrease of three bars of soap each which, notwithstanding a larger number of families using toilet soap, caused a loss of about 360,000 bars during 1927, compared with the previous year.

WHAT the people of Milwaukee, Wisconsin eat, smoke, drink and wash with has been summarized in a 1927 consumer analysis of that market made by *The Milwaukee Journal*. The analysis of the local market covering the purchase of toilet soaps, white and yellow laundry soaps, chip soaps and scouring and washing compounds makes an interesting gauge for the general sales of soaps and soap products, especially in showing the trend over the past few years. The survey was made early in 1927, and where this date or other years are indicated, the yearly period just preceding the survey of that year is meant.

—The Editors.

The total soap consumption based on the surveys taken each year since 1923, was as follows:

Year	Bars per Family	Total Bars
1927	67.20	9,495,629
1926	70.20	9,867,803
1925	64.10	8,778,303
1924	61.56	8,136,939
1923	61.44	7,538,319

Among grocers in Milwaukee, there seems to be a tendency to reduce stocks of most items, but in toilet soaps, they appear to be carrying more brands. As to druggists, the survey showed that they are carrying a larger number of brands, many of which, however, are medicated and fancy soaps.

Bar Laundry Soaps

PREVIOUS analyses show a consistent loss in the percentage of Milwaukee families using white laundry soaps and this year's analysis proves no exception. Yet, for the past three years, the use of white laundry soap by those Milwaukee families who are still using it, has shown an actual tonnage increase and this is true again this year. This may be due to the fact that those families who are using

white laundry soap are discontinuing the use of yellow laundry soap, and as a consequence are using more of the white. The average family that has used yellow laundry soap in the past, however, used more bars in 1927 than in 1926, the analysis shows.

In the white laundry soap field, *P and G* leads in popularity with a percentage of 57.06 per cent of the total sales. *Crystal White* has displaced *Kirk's Flake White* for second place, the former brand showing an increase in popularity in proportion to the decrease which *Flake White* shows.

Fels Naptha soap is still the most popular yellow laundry soap among Greater Milwaukee families with a percentage of 56.10 of the total number of sales, a surprising increase over last year's percentage of 50.23. *Star* soap is second with a slight loss in popularity, while *American Family* is third with a very small gain.

Average family consumption of white laundry soap for those families which still use it, and totals for the years, are as follows:

Year	Bars per Family	Total Bars
1927	90.84	10,847,023
1926	86.52	10,369,730
1925	85.44	10,234,089
1924	87.00	10,344,039
1923	82.80	9,498,732

Among dealers, there appears to be a tendency to carry fewer brands of white laundry soaps. In 1927, 17.50% of the dealers carried only 3 brands, 27.50% carried 4 brands, and 25% carried 5 brands. During the previous period, 7.50% carried 3 brands, 21.50% carried 4, 24.50% carried 5, and 16.50% carried 6 brands.

Average family consumption of yellow laundry soap, for those families still using it, and the total consumption yearly, follows:

Year	Bars per Family	Total Bars
1927	85.80	7,630,194
1926	83.04	7,615,931
1925	81.84	7,303,074
1924	83.04	7,374,144
1923	83.88	7,605,483

Although there were fewer families using yellow soap during the last year, the average family used 2.75 more bars each than during the previous period. Dealers showed an average of three brands of yellow soap carried.

Washing Powder

FOR several years the washing powder market had shown a decline, according to the survey, but this year's analysis shows a 3 per

cent increase. Only 38 brands were listed this year by the consumers as compared to 44 the previous year, indicating that the dealers show a tendency to reduce the number of brands carried.

Gold Dust washing powder ranks first in popularity among greater Milwaukee families although it shows no great change in the percentage of popularity. However, since more families were using washing powder as a whole, the number using *Gold Dust* has increased. It commands 48.86 per cent of the total number of washing powder sales. *Rub-No-More* follows second with 15.40 per cent, showing an increase of 1.36 per cent over the previous year. *Star* is in third place with 9.34 per cent of the total number of washing powder sales, showing a decrease of 4.66 per cent over the previous year. The total volume of washing powder used by Greater Milwaukee families during 1926 was 1,491,633 packages, an average of 29.64 packages per family.

The average yearly consumption of washing powders per family for the past five years was as follows:

Year	Packages per Family	Total Packages
1927	29.64	1,491,633
1926	30.96	1,398,990
1925	28.44	1,787,910
1924	26.88	1,793,649
1923	34.80	2,669,438

Package Soap Chips and Flakes

THE soap flake market in Greater Milwaukee shows a very marked rise over that of 1926. Retail dealers have increased their number of brands carried. The tendency at present, as all indications show, will be to reduce the number of brands carried for the coming year. *Chips* is still the most popular brand of soap flakes used by Greater Milwaukee families, and is used by practically 40.59 per cent of the total Greater Milwaukee families using this type of product.

Ivory has been displaced this year by *Lux* with a percentage of 22.64 per cent of the total soap flake sales; *Ivory* has moved down to third place with 18.31 per cent, as compared to 20.97 last year. Of these three leaders, among which practically 81 per cent of the total soap flake business is divided, *Lux* is the only one to show a gain in popularity. Six brands of package soap flakes are carried by 19.50 per cent of the independent grocers. Fifty-two per cent of the druggists carry no package soap flakes at all, and 36 per cent carry one brand.

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Scouring Cleansers

GREATER MILWAUKEE families are devotees of scouring cleansers, leaving little possibility of increasing the percentage of total families using this product as the percentage during 1926 was 98.30 per cent. However, even this high mark was eclipsed in 1927 with a reported sale of 5,104,537 cans among Milwaukee families, representing a percentage of 98.54 per cent, an increase of 24 per cent over 1926. This despite the fact that the dealers have carried fewer brands than before.

Kitchen Klenzer retains the lead with a percentage of 61.98 of the total sales recorded, an increase of 1.51 over 1926. *Old Dutch Cleanser* is in second place with a percentage of 19.86, representing a slight loss in popularity, while *Sunbrite*, ranking third, shows a slight increase in popularity with a percentage of 9.55. The number of brands carried by independent retailers runs as high as ten in some instances, but in the majority of cases, that is the largest by percentage, 26 per cent carry four brands, 20 per cent carry five brands, and 22.5 per cent carry only three brands.

Package Washing Soda

DUE to the heavy advertising and merchandising carried on in the Milwaukee field during the past year, this year's consumer analysis has covered for the first time the package washing soda market. The analysis shows 29 different brands on the market with *Star* and *Arm and Hammer* well ahead in the popularity race with a total of 31 per cent of the consumer market sales. Their nearest competitor is *Novite* with 23.37 per cent. Between these three brands, 85 per cent of the total volume is controlled.

Miscellaneous Products

UNDER the heading of miscellaneous cleansing agents are included all cleansing agents which cannot legitimately be called soap, soap flakes, washing powder or scouring cleanser. This classification includes water softeners and the many other mineral cleansers, used not only for cleansing but for water softening purposes.

According to this year's consumer analysis, 46 per cent of Milwaukee families are using some form or other of these so-called "miscellaneous" cleansing agents. This represents an increase of 20.45 per cent over last year's report. Forty additional brands have been put on the market this last year. Many of these brands, however, are those of neighborhood manufacturers, private brands of local jobbers, private brands of tea and wagon salesmen, and of the numerous tea and coffee stores located

throughout the city. Then, again, many of these brands are those peddled from house-to-house by manufacturers employing this method of selling and distributing their goods. The situation among retailers, then, is merely one of an increasing number of brands, not because it is necessary for them to stock this increasing number of brands to supply their trade, but rather, it seems, because of sales pressure, or to take advantage of special deals, or other business motives.

•••

P. & G. Issue Washroom Guide

The Procter & Gamble Co. have issued a book for use in laundries under the title "The Washroom." It consists of 126 pages and contains much of the findings of the company's Laundry Research Department. All of the important phases of laundry washroom procedure are discussed at length and suggestions for improving these practices are made. The book, announcement of which was first made several weeks ago, covers the result of research work extending back over many years. It will be distributed to laundry executives without cost on personal application to the Cincinnati office of the company.

Dry Cleaners Complete Institute

The National Association Institute of Dyeing and Cleaning buildings, at Silver Spring, Md., were completed late last month and machinery for a model plant has already been installed. Laboratory equipment has been contracted for and will be ready for the first classes in the Fall. The Institute, backed and financed principally by the National Association of Dyers and Cleaners, will not only give instruction to those interested in learning the business, but will endeavor to work out many of the problems encountered in cleaning plants throughout the country.

The Hoshi Pharmaceutical Co. has already established 2,000 of its contemplated 7,000 chain drug stores, in Japan, says a recent Consul report. While it was thought at the outset that a complete line of stocks, usually found in drug stores, would be carried, it has developed that the stores are more Hoshi distributing centers than anything else. Non-competitive lines are being taken on, however, and interested manufacturers should communicate with the Hoshi firm, at Osaka.



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Solvay means more than just the name of a superior product—it is the mark of complete organization for the production, marketing and development of Alkali in Industry.

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Five Billion Pounds of Soap in 1925

The final report, covering the 1925 soap census, has just been released by the Department of Commerce. In its complete state, the report is considerably more gratifying than the preliminary figures, released last December, were. Instead of showing a loss over 1923, in the number of establishments and value of products, as did the preliminary survey, the final figures note an increase. Other divisional totals, including cost of raw materials, were also substantially higher. As well as giving the value of each class of soap, the report carries tonnage figures, which show that close to five billion pounds of soap were manufactured by United States soapmakers in 1925. This, of course, only includes production figures of the reporting firms and, since there are many more than 272 companies making soap, the real total is no doubt substantially beyond five billion pounds. Soap chips registered the most startling increase in tonnage, from 218,754,320 pounds, in 1923, to 325,042,787 pounds in the last census year, 1925.

CLASS	1925	1923
Total value.....	\$282,727,595	\$281,294,774
Soap industry, all products.....	278,273,107	276,402,838
Soap.....	237,420,436	224,690,560
All other products.....	40,852,671	51,712,278
Soap, secondary products of other industries.....	4,454,488	4,891,936
Soap, total, all industries	\$241,874,924	\$229,582,496
Hard soaps:		
Pounds.....	2,109,133,309	2,000,340,573
Value.....	\$191,383,575	\$179,924,316
Toilet soap—		
Pounds.....	332,934,996	240,144,347
Value.....	\$53,647,128	\$53,098,527
Foot soap—		
Pounds.....	13,062,084	25,159,676
Value.....	\$1,162,171	\$1,831,840
Soap chips—		
Pounds.....	325,042,787	218,754,320
Value.....	\$36,283,839	\$25,373,176
Laundry soap—		
White (made from vegetable oils, etc.)—		
Pounds.....	755,788,858	
Value.....	\$49,996,906	
Yellow (made from tal- low, rosin, etc.)—		
Pounds.....	614,439,863	31,516,282,230
Value.....	\$42,828,060	\$99,620,773
All other hard soaps—		
Pounds.....	67,864,721	
Value.....	\$7,465,471	
Granulated and powdered soap:		
Pounds.....	142,321,736	
Value.....	\$15,789,485	
Soap powders, cleaners, cleans- ing powders, scouring pow- ders, and washing pow- ders:		
Pounds.....	547,986,130	655,060,628
Value.....	\$25,858,113	\$39,799,073

Glycerin Demand Remains Dull

Glycerin demand remains dull, according to Parsons & Petit, New York, in their market report of Aug. 5, which states: "Dynamite—No activity has asserted itself, during the week just ended, in fact, the market has been consistently dull, for a long period—21c per lb. is the price, for prompt, September and October, and efforts to discount it have failed. At this time last year, the demand was greater than the supply and prices were 6c or 7c per lb. higher; that condition was due to the accumulation for the Anti-freeze business, which was expected in the Fall, but which failed to materialize, to the extent anticipated. Owing to the carry over into 1927 and the small demand for Dynamite, this year, stocks are believed to be above normal and are further being added to, by the accumulation of both Crude and Refined, which is now going on, in the belief that next Winter we shall have climatic conditions, which will necessitate the use of a very large quantity of Anti-freeze compounds and Glycerin producers feel, that the propaganda which they have spread, will produce very favorable results. It is quite certain that the Explosives industry has consumed less Glycerin this year, than for several years previously and it can only be accounted for, by the substitution of Glycol; now

(Continued Page 83)

Liquid soap:			
Pounds	22,047,417	17,879,054	
Value	\$2,122,358	\$1,666,495	
Soft soap:			
Pounds	61,189,483	67,751,703	
Value	\$2,513,631	\$2,465,114	
Paste soap:			
Pounds	30,086,038	40,584,255	
Value	\$2,200,911	\$3,670,798	
Special soap articles:			
Pounds	22,750,253	15,685,401	
Value	\$1,731,105	\$1,600,243	
Soap stock, or soap base, for sale:			
Pounds	5,382,271	7,553,942	
Value	\$275,746	\$457,058	
All other products, value	\$40,852,671	\$51,712,278	
Glycerin: ⁴			
Crude for sale—			
Pounds	25,842,234	23,458,943	
Value	\$3,518,471	\$2,694,894	
Refined, total production, pounds	75,648,939	56,362,381	
For sale—			
Pounds	72,506,891	54,417,683	
Value	\$13,091,685	\$8,553,765	
Made and consumed, pounds	3,052,048	1,944,698	
Miscellaneous products ⁵	\$24,242,515	\$40,463,619	

Change Southern Soap Freights

Certain railroads have been allowed to change their rates on soap and soap powders between southern points by the Interstate Commerce Commission, pending an investigation. In their order in this case the Commissioners say: "Upon consideration of the matters and things involved in Fourth Section Application No. 13123, filed by F. L. Speiden, Agent, for and on behalf of carriers participating in the traffic hereinafter described, except the Tennessee Central Railway Company, for relief from the long-and-short-haul provision of the fourth section of the interstate commerce act, which application is hereby referred to and made a part hereof:

It is ordered. That in instances where departures from the long-and-short-haul provision of section 4 of the interstate commerce act, lawfully exist in the rates on soap and soap powders, packed in boxes, in less-than-carload quantities, petitioners herein be, and they are hereby, authorized to establish rates on soap and soap powders, washing powders, scouring compounds and cleaning compounds, packed in pails and tubs, in less-than-carload quantities, from, to and between points within the territory south of the Ohio and Potomac rivers and east of the Mississippi river, also Helena and West Helena, Ark., the same as the rates contemporaneously in effect on soap, packed in boxes, in less-than-carload quantities, from, to and between the same points, without observing the long-and-short-haul provision of the fourth section of the interstate commerce act; provided that the rates on soap, soap powders, washing powders, scouring compounds and cleaning compounds, packed in pails and tubs, at intermediate points affected shall not exceed rates on soap and soap powders, packed in boxes, at the same intermediate points. The commission does not hereby approve any rates that may be filed under this authority, all such rates being subject to complaint, investigation and correction if in conflict with any provision of the act.

It is further ordered. That when the commission passes upon any application for relief from the provisions of the fourth section with respect to the rates herein referred to the order issued with relation thereto will automatically cancel the authority herein granted as to the rates covered and affected by such order. *And it is further ordered.* That all other and further relief prayed by said application No. 13123, be, and the same is hereby, denied.



This isn't the watch dog of the soap industry but it is the watch dog at the Amole Soap Co.'s factory. It was hard for A. J. Harsberger, general manager of the company, to get him to stand still long enough to have his picture taken.

While unscented toilet soaps and laundry soaps form the bulk of South Chile's soap imports, a steady increase in imports of better grade perfumed toilet soap is noted, says a Consul report from Concepcion, Chile. A protective tariff, enacted in 1921, cut into the imports of higher priced soaps sharply, but the effect of this is being overcome to some extent. Domestic soaps are generally highly perfumed, says the report.

New Zealand has adopted standards for soaps and regulations to govern their labeling. Toilet, castile, medicated, borax and soft soaps and soap mixtures are all covered. Complete information regarding these specifications and regulations may be obtained from the Division of Foreign Tariffs of the Bureau of Foreign and Domestic Commerce.

The world's largest whaler will have a prominent part in Commander Byrd's next aerial expedition, that to the south pole, according to newspaper reports. The *C. A. Larsen* is to be depended on to get the fliers as close to the pole as possible through the water.

Glycerin Imports Sharply Higher

May glycerin imports were sharply higher than in the previous month, particularly receipts of refined goods, 1,197,304 pounds, where the quantity more than doubled. Crude imports almost doubled, but the figure, 999,288 pounds, was lower than in any month since June, 1926, with the single exception of April, 1927. Crude imports were valued at \$156,476, imports of refined goods having had a value of \$270,910. Germany, Netherlands and Denmark supplied the refined glycerin, 675,136, 406,092 and 110,232 pounds, respectively. France shipped over half of the crude material, 525,707 pounds, with Germany, Cuba and Belgium the other important exporters, sending 224,658, 127,730 and 98,480 pounds, respectively. Figures for the entire years 1923 through 1926, together with monthly data on 1927 imports, follow:

	Refined Pounds	Crude Pounds
Entire year 1923	585,792	14,548,660
Entire year 1924	1,500,644	14,427,054
Entire year 1925	2,059,565	19,248,695
Entire year 1926	10,733,246	27,243,299
January, 1927	920,877	1,079,129
February	339,839	1,943,815
March	531,993	1,449,795
April	405,536	521,513
May	1,197,304	999,288

To Reduce Rosin Freights Oct. 1

A new schedule of freight rates for carloads of rosin, shipped from Louisiana and Texas producing points, have been prescribed by the Interstate Commerce Commission and will be effective from Oct. 1 on. They follow: To St. Louis—35 cents; Chicago—41 cents; Milwaukee—43 cents; Cairo, Ill.—32 cents; Louisville, Ky.—37 cents; Cincinnati—40 cents; Indianapolis—40 cents; Columbus, O.—42 cents; Cleveland—44 cents; Detroit—44 cents; Grand Rapids, Mich.—44 cents; Kalamazoo, Mich.—43 cents; Buffalo, N. Y.—47 cents; Pittsburgh, Pa.—47 cents; Kansas City, Mo.—36 cents.

Soap manufacturers again reduced their rosin requirements, only 236,514 barrels having been consumed in 1926 as compared with 281,230 barrels in the preceding year. Reliable estimates place the 1926-27 production of gum rosin, the year ending March 31, at 1,700,000 barrels, as against 1,578,866 barrels in 1925-26. Adding production figures for both the steam solvent process and reclaiming, to these totals, gives 2,105,480 barrels for the year ending

March 31, 1927, as compared with 1,903,370 barrels for the preceding similar period. Exports increased slightly, from 1,083,131 to 1,129,614 barrels.

To Hold Hearing on Rosin Standards

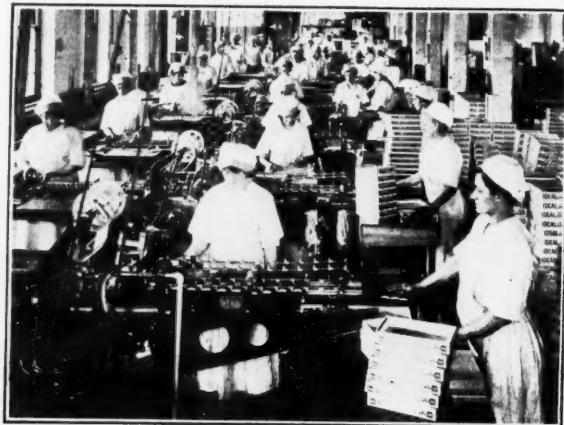
The Federal Food Drug & Insecticide Administration has set Nov. 1 as the date for a hearing on proposed rosin standards in giving out the following notice: Pursuant to the authority vested in the Secretary of Agriculture by the Naval Stores act of March 3, 1923, notice is hereby given to the trade of the intention to establish United States standards for naval stores for which no standards have been established, and to provide designations therefor. These proposed standards are for rosin in which the predominating color is red, which rosin, therefore, cannot be properly graded by existing standards. These proposed standards consist of two combinations of Lovibond glasses assembled in a form similar to the existing official standards for rosin. The color combinations of the proposed standards are as follows:—No. 1, 15.0 yellow, plus 100.0 red, plus 1.0 blue; No. 2, 20.0 yellow, plus 165.0 red, plus 2.0 blue.

Notice is hereby given to the naval stores trade that a hearing will be accorded those favoring or opposing the proposed standards at 10 a.m., November 1, 1927, at the office of Food, Drug and Insecticide Administration, United States Department of Agriculture, 216 13th Street, S.W., Washington.

Oral statements or arguments may be made on that date or written statements or arguments may be submitted on or prior to that date.



C. F. Young, president of the Davies-Young Soap Co., didn't wait his son, R. H. Young, soon enough so here he is, alongside of his father, out in front of the company's soap factory at Dayton, keeping the family well represented among soap manufacturers. He is treasurer of the firm.



Sixteen Machines

*wrap over seven hundred thousand
almond bars a day*

A TYPICAL wrapping problem that has been most satisfactorily handled by AMF Automatic Wrapping Machines is that of the Ideal Cocoa & Chocolate Company, at Lititz, Penna. An impartial engineer's survey, approved by Mr. J. F. Cyphers, Vice-President and General Manager of the Ideal Company gives these facts:

"Ideal Almond Bars are wrapped in waxed paper or tinfoil, labeled and sealed with cold glue on 16 AMF Automatic Wrapping Machines at the rate of over 700,000 per day. 5 additional machines held in reserve can bring the production up to over 1,000,000 per day.

"At each machine one girl feeds the bars and one or two girls pack the wrapped bars in boxes. One man supplies all the machines with bars and takes away the boxes. The foreman cleans and maintains all machines. A total of 41 persons, wrapping 700,000 bars a day, have an

average production of over 17,000 bars per day per person. Practically no bars are broken in wrapping, and the foil, paper and label waste is less than 2%.

"Though some of these machines have been in daily service up to fourteen years, less than \$10.00 per machine per year is spent for repairs and maintenance, or less than 50 cents per million bars wrapped.

"These machines have repaid their first cost many times over, not only by labor saving and now operating costs, but by making possible a volume of output that could not be handled in any other way."

Perhaps AMF engineers can help you solve your packing problems.

American Machine & Foundry Co.
5502-5524 Second Ave.,
Brooklyn, N. Y.

*Automatic Machinery
for Feeding, Filling,
Wrapping, Sealing,
Pumping, Photo-Com-
posing and for all
branches of Tobacco
manufacture. Also
India, the Perfected
Casein Solid*



(M) AUTOMATIC MACHINERY (M)

New English Soap Book

Soap and Glycerine Manufacture by E. T. Webb has just been published in London by Davis Brothers. It contains 224 pages with thirteen illustrations and charts. The book is a brief treatise on the technical and practical side of soapmaking with attention to raw materials, soap boiling and general plant practice, and the recovery and refining of glycerin. The work represents the reflections of some years of practical experience by the author in the soap plant, written in the light of technical knowledge. The practical value of the book to the soap world is probably attributable to this combined knowledge, in reality a not too common thing with industrial authors.

Most of the more common types of soaps and operations are discussed in an intimate way. The illustrations are well selected. The author has condensed a large quantity of fact in his single volume, and it seems as though in view of his experience, double the number of pages might have been used to advantage for additional detail. The typography and printing of the book are poor, very poor, and do not in any way match the usual high quality of English books. The book however, is so excellent otherwise, that the physical make-up is of minor importance.

To Rent Drug Store Windows

A number of co-operative wholesale drug houses, including Mutual, St. Louis, Northwestern, Calvert and Ellicott, are organizing their retail drug members, and other drug stores, with a view to renting their windows for display purposes. Chain stores have enjoyed this advantage over the independents for some time, receiving around \$5,000,000 worth of goods annually, in exchange for their window space, according to reports, and the co-operative wholesalers are bent on securing the same treatment for their customers. The plan, as now outlined, provides for the wholesaler making the arrangements with the manufacturer. The country will be zoned and drug store windows, in each zone, will feature one display each week. Advertising in the local newspapers and the use of a special slogan, "Ure-Druggist," will tie up the window displays and the druggists showing them.

Procter & Gamble Co. paid approximately 350,000 in profit sharing dividends to employees on July 28. Celebrations at the various plants marked the occasion.

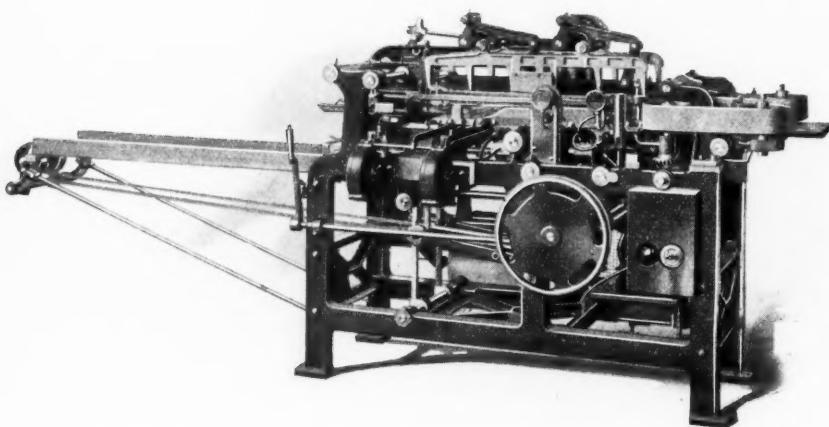
Activities of Cleanliness Institute

Activity in the dissemination of facts regarding cleanliness is well under way by the *Cleanliness Institute*, New York, which has sent out a number of interesting items of publicity recently. Ten color plates describing washing habits in various countries of the world, done in very fine color work, and which are planned as part of a book to be published next fall under the title "After the Rain," have already been sent to 700 colleges and schools holding summer courses for teachers. These color sets are available for teachers for use in their school work. A general outline, describing the aims and policies of *Cleanliness Institute* has also been broadcasted to numerous class journals. Beginning with the first issue which was published Aug. 5, the Institute is now publishing monthly *The Cleanliness Journal*, which circulates among 3,500 men and women in social service, household economics, public health, educational, child welfare, and allied fields. The first issue is 16 pages and carries news and material of household and personal cleanliness, and the work of the Institute.

Under the auspices of the Association of American Soap and Glycerine Producers, a 24 page booklet has been issued on radiator glycerin. It describes the characteristics of glycerin anti-freeze solutions, their superiority and how to use them, as well as a table of temperatures which the various solutions will stand without freezing. The emblem to be used in connection with radiator glycerin, that of the Glycerin Producers Association, is permitted for the following brands, according to the booklet: Beach of the Beach Soap Co.; Eversafe of James S. Kirk & Co.; Freez-Pruf of Morris & Co.; Ivo of Procter & Gamble Co.; Kirkman of Kirkman & Co.; Lowtemp of the Palmolive-Peet Co.; Moho of John T. Stanley Co.; Novap of Lever Bros. Co.; Rador of Swift & Co.; Thermo of Colgate & Co.; Zero-foe of Armour & Co.

Laundry soap sales, in and around Decatur, Ill., will probably fall off measurably if the city authorities can ever get enough money together to put the new municipal water softening plant into operation. The plant has been almost completed for some time, but a shortage of funds has kept it from getting down to the business of softening water. Local laundry men expect they will be able to cut their soap requirements in half.

The Machine for WAX WRAPPING



Soap powder requires the protection of a waxed paper wrapper—and here is the machine to wrap it, economically and neatly.

This F-5 heat-sealing machine is the last word in wrapping machinery—it is almost human. For instance, it has an ingenious paper-stop which automatically prevents the feeding of paper unless a carton is in place to be wrapped—this minimizes supervision and eliminates jams and breakage.

It is also equipped with a thermostatic control, which keeps the hot plates at just the right temperature, and special precautions have been taken to prevent the burning of the package in case the machine stops. Wax positively will not accumulate to cause trouble.

Operates at a speed of 65 per minute—25,000 to 27,000 packages per day.

This machine has become standard in many industries—chewing gum, cigarettes, food products, and is ideal for the soap industry, etc. It is a worthy member of that great family of wrapping machines which wrap the bulk of the nation's packages—over 100,000,000 packages per day.

For further information about this or other machines write to our nearest office.

PACKAGE MACHINERY COMPANY SPRINGFIELD, MASSACHUSETTS

NEW YORK
30 Church Street

CHICAGO
111 W. Washington St.

Say you saw it in SOAP!

Soap Exports Continue Up in May

May was a better month than April, as far as soap exports were concerned, and April in turn was the best month so far this year. The only decline from April to May was a \$7,000 drop in toilet soap value, even though the tonnage increased 215,000 pounds. Group totals, together with the countries to which the most soap was exported, follow:

Toilet Soap

Total Exports	914,702 lbs.	\$268,771
China	198,035 lbs.	24,211
Cuba	129,749 lbs.	39,092
United Kingdom	78,755 lbs.	38,982

Laundry Soap

Total Exports	5,897,725 lbs.	\$389,604
Philippines	1,757,630 lbs.	102,442
Canada	1,012,161 lbs.	73,973
Mexico	834,139 lbs.	59,896

Other Soap

Total Exports	1,586,709 lbs.	\$140,841
Cuba	541,624 lbs.	34,346
United Kingdom	384,785 lbs.	26,744
Canada	100,085 lbs.	11,332

Chemical Show Interest High

Partly because it has been two years since the last Chemical Show and partly because foreign manufacturers are to show their wares at the exposition for the first time, the Eleventh Exposition of Chemical Industries scheduled for Sept. 26 to Oct. 1, at Grand Central Palace, New York, is creating an unusual amount of interest. Manufacturers in all lines of industry are expected to be especially interested in comparing domestic and foreign products and equipment. The management announces that there will be plenty of opportunity for this as the exhibit is shaping up as one of the most comprehensive in its long period of handling such affairs. The lecture courses, information about which were given in the June issue of SOAP, cover a wide range of subjects and should be worth the attention of anyone connected with the chemical and its allied industries.

Although tickets for the exposition are not yet available, they will be issued shortly. Readers of this publication may be accommodated in this direction, in a limited way, by making application, on their company letterheads, direct to the publishers.

French lavender oil production was about the same in 1926 as in the previous year, somewhat in excess of 80,000 kilos, according to a recent Consul report. Production in 1924 was given as 70,000 kilos. The report stated that accurate figures could not be arrived at as it was impossible to obtain data from some of the distillers particularly the smaller ones.

English Soap Exports Larger

England exported 150,612 cwts. of soap in June, the goods having had a value of £344,624. This was considerably above the monthly average for 1927. Laundry bar soap was the largest item, totaling 136,866 cwts., valued at £263,647. Toilet and shaving soap exports amounted to 6,129 cwts., with a value of £56,853, close to the average for the first six months of this year. Imports of soap reached 21,456 cwts., valued at £43,166, 1,333 cwts., of which were re-exported the latter having been valued at £3,859. Toilet and shaving soap imports totaled 2,770 cwts., with other bar soap imports reaching 11,110 cwts. Exports for the first six months of 1927 were larger, as compared with the same period a year ago, while imports were substantially lower.

England exported 146,302 cwts. of soap in May, 1927, the goods having been valued at £354,763. This was considerably above the average for the first five months of this year. Toilet and shaving soap exports accounted for 7,925 cwts. of this, other hard bar soap exports reaching 131,894 cwts. Imports were measurably below average totaling 19,781 cwts., with a value of £44,631. Toilet and shaving soap imports reached 1,759 cwts., valued at £10,967, but other hard bar soaps made up the bulk of the imports, 11,407 cwts. having been brought in. About ten per cent of the imported goods were re-exported.

Fifty per cent more coconut oil is being produced in the United States today than five years ago, according to a recent report of the Department of Commerce. Production totaled 486,710,000 pounds of crude and refined oil, in 1926, consumption having increased to 641,053,000 pounds in that year. This makes the United States the largest coconut oil consuming and producing country in the world, says the report.

Letters and marks, stamped on cakes of soap, disappear with a few washings and the identity of the cake is then lost. To do away with this, a recent French invention, discussed in the *British Soap Manufacturer*, provides for cutting out the letters or mark and filling the cavities with soap of a different color. To make the matter legible from each side two cakes may be pressed together.



SAPOFIXIN

We invite you to try our Sapofixins
in your Soaps as reinforcers.

Sapofixin Eau de Cologne
Sapofixin Hyacinth
Sapofixin Lavender
Sapofixin Lilac
Sapofixin Lily of the Valley
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Sapofixin Pine
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Sole Distributors for HEINE & Co., A. G., Leipzig
in the United States and Canada

PERSONAL and IMPERSONAL

Jack J. Dermody, who joined the staff of the Los Angeles Soap Co., Los Angeles, in 1922 selling the Portland, Ore., territory, is now manager of the new Portland branch of the Company. Kenneth Cooper formerly of the Los Angeles office is now a member of the new branch staff, along with Joseph Bernard, Mrs. Charlotte Knapp, and Virginia McPherson. The address of the new branch is 382 E. Madison St.

•••

A new soap and grease factory is being built at Bessemer Ave. and E. 87 St., Cleveland, by the Brooks Oil Co. The factory will be housed in a four story building, to cost around \$35,000 with equipment. Approximately 16,000 square feet of floor space will be available.

•••

Whether or not any soapmakers are making their headquarters at the Iowa State prison, Des Moines, cannot be learned, but the fact remains that a completely equipped soap factory is now in operation there. Probably various types of soap will be made in the prison factory eventually, but for the present only laundry is being turned out. The soap will only be used in state institutions.

•••

Three Kansas city soap factories produce enough soap to rank that city third in American soap production, according to the local Chamber of Commerce. Palmolive-Peet Co., Kansas City Soap Co. and the Procter & Gamble Co. made over 6,000 carloads of soap there last year, the goods having been valued at close to \$20,000,000.

•••

Colgate & Co. have appointed Louis E. Fischer in charge of laundry soap sales in and around Louisville, Ky., succeeding R. B. Weidinger, now district selling agent at Nashville.

•••

Listerine shaving cream and Squibb's shaving cream are now being marketed by the Lambert Pharmacal Co. and E. R. Squibb & Sons, respectively.

Nation Soap Co., Tacoma, Wash., manufacturers of various soaps, including toilet, liquid, laundry, mechanic's and auto soaps, was the subject of a feature article in a recent issue of the *National Laundry Journal*. The article reviewed the history of the firm, dating from early in 1916, when the owners of a practically new brewing plant, forced to make something besides beer in their factory, decided to turn out soap. National Cocoanut Soap Co. was the original name of the firm. That considerable progress has been made, since 1916, is evidenced by the fact that over 7,000,000 pounds of soap were produced last year.

•••

Procter & Gamble Co. paid an extra dividend, of one dollar a share, along with the regular quarterly common stock dividend of \$1.75 a share Aug. 15. Net earnings, for the year ending June 30, reached \$15,004,975, considerably above the previous year's total \$12,241,753. The total volume of business, done in the year just closed, was \$191,776,977.

•••

"Pineglow" and "Pine Tonic," trade names for shampoos made by the Sanitas Co. and Alfred J. Krank, respectively, were judged not to be confusingly similar, by the Assistant Commissioner of Patents, following the opposition of the Sanitas Co. to the registration of "Pine Tonic." The appearance of the labels was also held to be dissimilar.

•••

Perfecting uses for wood resin is engaging the attention of the technical division of the General Naval Stores Co., recently moved to the firm's Cincinnati headquarters. E. V. Romaine, in charge of the research work, is being assisted by Henry J. Warmuth, formerly with the Newport Co.

•••

J. T. Mullen has been appointed to the Chicago sales staff of Ungerer & Co. at 350 N. Clark St. The Chicago branch is in charge of Harry J. Ahles, well known throughout the Mid-West territory.

for toilet soaps—

BERGAMOT ARTIFICIAL

THE quality we offer resembles the natural to a marked degree. It will not decompose in contact with alkali or from heat. This, together with its reasonable price, makes its unstinted use in soap-perfuming eminently satisfactory. With the natural oil high in cost, it will pay you to investigate the possibilities of this product.

Samples Submitted on Request

New Crop ROSEMARY

WITH production of new crop Oil of Rosemary now in full swing at the factories of Bertrand Freres, we are now in position to quote attractive prices on contracts covering your requirements for the balance of the year. What are your needs?



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VANILLIN FABRIK
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Messina Essences

Say you saw it in SOAP!

The soap contract for New York State institutions has again been awarded to the American Soap & Washoline Co., Cohoes, N.Y. This is the third successive year that the Cohoes firm has secured this order.

Procter & Gamble Distributing Co. has opened new offices for its Texas district branch. Heretofore the sales office were located with the factory at South Dallas, the new address being Fidelity Union Bldg., Dallas.

A. H. Horner, formerly manager of the C. B. Peters Co.'s vegetable oil department, has formed the Horner Commission Co. and has established offices at 15 William St., New York. Mr. Horner's firm will do a brokerage business in vegetable oils, tallow, glycerin and related products.

Rex Mineral Soap Co., Aurora, Ill., have appointed H. G. Breuer Chicago sales manager. He will make his headquarters at the firm's Chicago office, 444 West Grand Ave.

P. R. Dreyer, New York essential oil and aromatic chemical importer, has been appointed exclusive United States and Canadian sales agent for H. Raab & Co., Roermond, Holland, producers of synthetic musks and other aromatic synthetics. Mr. Dreyer also represents Bertrand Freres, Vanillin Fabrik, Nord African Commercial and Paolo Vilardi in this country.

National Carbon Co. will market ethylene glycol in the anti-freeze market during the coming season under the name of Everready Prestone. This organization is affiliated with the Carbide & Carbon Chemicals Corp., New York, manufacturers of glycol. The product, Prestone, will be sold in half and one gallon cans to the dealers at \$4.30 a gal. with a resale price to the consumer of \$6.00 gal.

Frederick A. Brandes, for many years past in the manufacturing department of Solon Palmer, New York makers of toilet soap and toilet preparations, died July 12 at his home in Brooklyn. Mr. Brandes was sixty-three years old.

Triangle Packaging Co., Chicago manufacturers of packaging machinery, announce the

development of a new net weigher for handling soap flakes and soap powder. The machine is entirely automatic and will deliver up to thirty pounds of soap flakes a minute satisfactorily. One of the machines, already installed in a soap factory, is handling fifteen different size cartons.

Two Tennessee wholesale drug firms, Fritts & Wiehl Co. and the Duff Drug Co., both of Chattanooga, have consolidated under the name of the latter and will make their headquarters at 1132 Market St., where the Duff company has been located for some time past.

Palmolive Co. of England, Ltd., has been granted an injunction restraining Morris Freedman, trading as the Economical Bazaars, from selling their soap at lower retail prices than their contract provided for, according to the *British Soap Manufacturer*.

Soap coupons formed the basis of a recent court action in England, the Palmolive Co. having caused the arrests of two men who had secured a number of coupons permitting the purchase of two bars of soap for the price of one, says a recent issue of the *British Soap Manufacturer*. The company did not prosecute, being interested only in stopping the practice.

Manufacturers of soaps and related products will be prominent exhibitors at the next exposition, to be held in connection with the Laundry Owners National Association, scheduled for Oct. 10 to 14, at Chicago. Headquarters will be at the Hotel Sherman. Procter & Gamble, Armour & Co., Solvay Sales Corp., J. B. Ford Co., Davies-Young Soap Co., Cowles Detergent Co., Swift & Co., Wm. Waltke & Co., Oakite Products and H. Kohnstamm & Co. have already arranged to show their products.

Portsmouth Cotton Oil Refining Corp., Portsmouth, Va., recently put their new fatty acid distillation plant into operation. The plant, which has three fatty acid stills, will be used for distilling the acids obtained from cotton-seed foots in the firm's own refining operations. Wurster & Sanger, Chicago, chemical engineers and equipment builders, constructed the new factory.

Société Anonyme des Etablissements

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*Will be pleased to submit samples
with prices on request*



Sole Agents for U. S. and Canada

GEORGE SILVER IMPORT CO.

461-463 Fourth Avenue

New York

Say you saw it in SOAP!

CONTRACTS AWARDED

THE following contracts have been awarded or bids filed for supplies of soaps, disinfectants, insecticides, polishes, cleaning compounds, and allied materials for various Government department during the past month. In reporting awarded contracts, only name, quantity and price of successful bidder are given.

Awards of contracts for Indian Service supplies included the following: laundry soap, 91,440 lbs., at 4.14c lb. to General Soap Co. and 137,014 lbs. at 4.01c lb. to Palmolive-Peet Co.; white floating soap, 30,061 lbs. at 6.9c lb. to General Soap Co. and 20,694 lbs. at 7.8c to Wm. Newton, Jr., and 1,360 lbs. at 7.75c lb. to J. Eavenson & Sons; toilet soap, 18,415 lbs. at 3.37c lb. to Palmolive-Peet Co.; soap chips in 50 lb. boxes, 12,800 lbs. at 7.6c lb. to Wm. Newton, Jr. and 3,560 lbs. at 7.49c lb. to Palmolive-Peet Co.; soap chips in 100 lb. boxes, 7,600 lbs. at 7.6c lb. to Wm. Newton, Jr. and at 7.49c lb. to Palmolive-Peet Co.; soap chips in barrels, 188,100 lbs. at 7.6c lb. to Wm. Newton, Jr. and at 7.44c lb. to Palmolive-Peet Co.; scouring compound, 16,745 lbs. at 2.57c lb. to Palmolive-Peet Co. and at 1.45c lb. to DuBois Soap Co.; also, 9,950 lbs. in boxes to same bidders at 2.85c and 1.65c lb.; grit soap, 4,128 cakes at 3.4c cake to Cincinnati, 3.7c Chicago, 3.8c St. Louis to United States Soap Co.

B. R. Elk & Co., Garfield, N. J. were awarded 500 lbs. sodium fluoride insecticide for Indian Service Supplies at 13.5c lb.

J. Eavenson & Son were awarded 3,000 lbs. chip soap for Frankfort Arsenal Cir. 329, at 8.47c lb.

Roessler & Hasslacher Chemical Co. awarded 4,500 lbs. flake naphthalene for Jeffersonville, Ind. Q. M. Depot, at \$5.54 per 100 lbs. less 1%, delivery three days.

Procter & Gamble Distributing Co. awarded contract for Brooklyn Quartermaster Dept., 450,000 cakes laundry soap at 4.79c cake. Purdy & Stevens Supply Co., same place, 1,500 cakes grit soap at 2.9c cake. Windsor Soap

Co., same place, 600 lbs. soap powder at 3.6c lb. John T. Stanley Co., same place, 300 cakes scouring soap 3.5c cake. Windsor Soap Co., 300 cakes white floating soap at 3.2c cake, and 200 cakes at 3.3c. Swift & Co., 1,200 cans scouring powder at 4c can. Palmolive-Peet Co., 1,400 cans hand grit soap at 3.65c can.

Joseph Gutradt Co. awarded contract for Fort Mason Q. M. Dept. for 12,000 lbs. salt water soap at 3.5c lb., and 7,000 cakes scouring soap at 2.19c cake. Golden Eagle Soap Co., same place, 65,760 lbs. laundry soap at 4.57c lb.

Gold Dust Corp. awarded contract for Post Office Dept., Washington, 1,500 lbs. hand grit soap at 8.06c cake.

Right Polish Co. awarded 3,000 cans stove polish at 6c can for Chicago Q. M. Dept.

Innis-Speiden Co. awarded 140,000 lbs. naphthalene for Brooklyn Q. M. Dept. at 4.375c lb. James Good, Inc., same place, 50,000 lbs. saddle soap at 10.45c lb. B. T. Babbitt, Inc., 40,000 cans lye at 5.62c can, and 1,152 cans lye at 6c can. Windsor Soap Co., 1,600 packages washing powder at 12.8c pkg. John T. Stanley Co., 800 lbs. scouring soap at 4.95c lb. Windsor Soap Co., 6,000 cakes toilet soap at 1.7c cake and 4,000 cakes toilet soap at 3.2c cake. Purdy & Stevens Co., 1,200 cakes scouring soap at 2.8c cake.

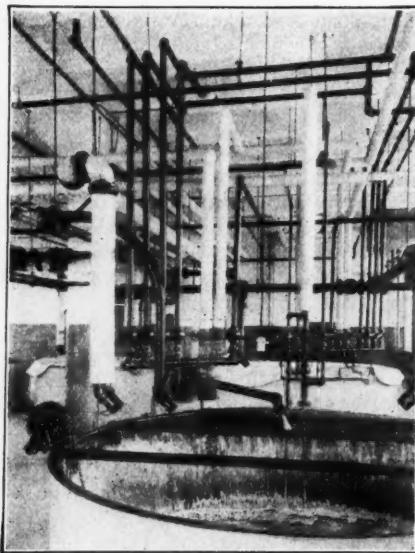
Palmolive-Peet Co. awarded 60,500 lbs. issue soap at 4.967c lb. for Fort Sam Houston Q. M. Dept.

F. J. Lewis Mfg. Co. awarded 10,000 lbs. flake naphthalene at 5c lb. for the Chicago Q. M. Dept.

Columbus Soap Co. awarded 350 lbs. soft soap at 18c each in one pound packages for the Chicago Q. M. Dept. Also, 150 lbs. same in five pound containers at 70c per container.



Complete Soap Plants



This photograph shows a "close up" view of the carefully planned pipe lines and systematically arranged connections to a group of soap kettles in a plant designed by us. This is a typical illustration of WURSTER & SANGER engineering in soap plant construction.

New Plants Designed—

Old Plants Remodeled

Complete Plants for

Crude, Dynamite and C. P. Glycerine
Laundry, Toilet and Liquid Soaps
Spray Process Soap Powder
Fatty Acid Distillation
Fat Splitting, Stearic Acid and Red Oil
Refining of Fats and Oils
Hydrogenation of Oils

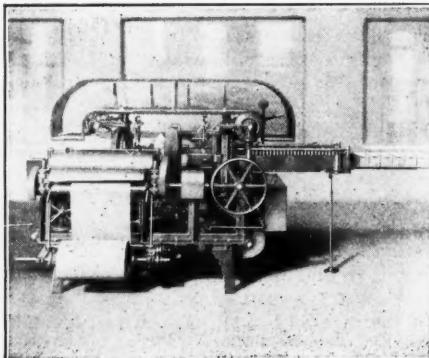
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**Hot Weather Spoilage—No Profits
Are You Operating
Under These Conditions?**

**Wax Wrap Your Cartons with
A JOHNSON Machine!**

RESULTS:

Hot Weather No Spoilage—Profits



This machine will wrap a carton with wax paper making a hermetical seal by means of heat, thus forming a positive protection to the contents of the package.

Capacity—35 to 60 cartons per minute depending on the size of package to be wrapped.

Write us for further information in regard to increasing your production and decreasing your spoilage.

We also manufacture complete packaging units—Gross Weight Scales; Net Weight Scales; Bottom and Top Sealing and Lining Machines (with or without Automatic Carton Feeders); and Glassine Wrappers.

Johnson Automatic Sealer Co., Ltd.
Battle Creek Michigan

Branches: New York - Chicago - London

JOHNSON
AUTOMATIC PACKAGING MACHINERY

RECORD OF TRADE-MARKS

The following trademarks were published in the July issue of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of Sept. 20, 1905 as amended March 2, 1907. Notice of opposition must be filed within thirty days of opposition. As provided by Section 14, a fee of ten dollars must accompany each notice of opposition.

Trade-Marks Filed

Brixol—In black letters describing disinfectants, deodorants, etc. Filed by Alexander Brick, Vienna, Austria, Feb. 3, 1927. Claims use since July, 1925.

Valley Queen—In italics describing a soap and cleansing preparation. Filed by Western Soap & Chemical Co., Feb. 25, 1927. Claims use since 1905.

Lattosan—In hand lettered italics over a moth with an arrow through its body, describing a disinfectant. Filed by the Lactein Co., San Francisco, May 2, 1927. Claims use since Dec. 1, 1924.

Crestall—In solid letters describing disinfectants and insecticides. Filed by Baird & McGuire, Holbrook, Mass., May 18, 1927. Claims use since Apr. 1, 1918.

Peters Roach Powder—This over the picture of a dead insect describing roach powder. Filed by Peters Chemical Co., Detroit, Mich., April 23, 1927. Claims use since March 1, 1927.

Insect Tox—This in black letters describing insecticide. Filed by Insect Tox Co., Chicago, Ill., May 18, 1927. Claims use since July, 1924.

Hercules Washing Powder—This in black letters in a box describing soap. Filed by Swift and Co., Chicago, Ill., May 19, 1927. Claims use since April 5, 1927.

Sapolio (Em Po)—This in black letters over the picture of a group of people describing detergent preparation for cleaning, scouring or polishing. Filed by Enoch Morgan's Sons Co., New York, N. Y., May 21, 1927. Claims use since Mar. 24, 1927.

Picture—Of an open carton describing washing powder. Filed by Poland Soap

Works, Anniston, Ala., May 28, 1927. Claims use since May 9, 1927.

Ser-Lab—This in outline letters describing moth crystals for a death mist for killing flies, moths, roaches, bedbugs, ants, etc., and for a bug spray. Filed by Service Labs., Omaha, Nebr., June 1, 1927. Claims use since Feb. 1, 1927.

Olivena—This in black letters describing soap. Filed by U. S. Sanitary Specialties Corp., Chicago, Ill., April 19, 1926. Claims use since Nov. 15, 1922.

Rub-Less—This in black letters describing washing powder. Filed by Rubless Mfg. Co., New York, N. Y., Dec. 11, 1926. Claims use since July 1, 1926.

Blu-Lac—This in black letters describing washing flakes. Filed by Blu-Lac, Inc., San Francisco, Calif., Feb. 7, 1927. Claims use since April, 1923.

Palmole—This in black letters describing soap. Filed by the Palmolive-Peet Co., Chicago, Ill., April 9, 1927. Claims use since Nov. 1, 1887.

Big Chief—This in black letters describing soap. Filed by G. H. Hammond Co., Chicago, Ill., May 14, 1927. Claims use since Oct. 23, 1922.

Babe-Oleum—This in black letters describing cleaning preparation of soap and other ingredients for use in washing babies and other uses of a delicate nature. Filed by the Midland Chemical Labs., Inc., Dubuque, Iowa, May 28, 1927. Claims use since June 1, 1926.

Texide—This in black letters describing insecticides. Filed by The Texas Co., Houston, Tex., June 1, 1927. Claims use since Mar. 30, 1927.

Picture—Of an alligator with an insect going into its mouth, describing roach, ant, rat and mouse exterminator. Filed by De-Soto Chemical Co., Inc., Arcadia, Fla., May 21, 1926. Claims use since November, 1919.

Headlight Soap—This written in the light of the headlight of an engine describing soap. Filed by Wm. Waltke & Co., St. Louis, Mo., Oct. 23, 1926. Claims use since Oct. 3, 1893.

Bor-Am—This in black letters describing

Perfuming Specialties for SOAPS

Oak Moss Resin

A pure oak moss product at a remarkably low price, of special interest to Soapmakers.

Cassie S

A synthetic cassie widely known for its fine odor, strength and lasting qualities.

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We handle only the finest quality lavender oils.

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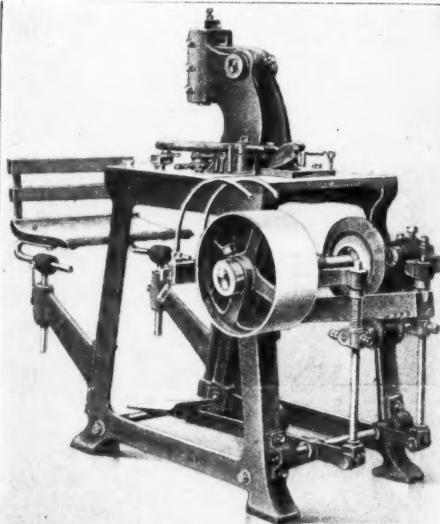
A complete line of the best synthetics produced in France. Their use, only sparingly, will add a quality note to your soaps.

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By a light touch on a pedal a girl can produce with several strokes on each cake

**20 to 24 absolutely perfect
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Especially suitable for finest toilet soap.

Will handle cakes up to 1 lb. 2 oz. in weight and 6 $\frac{1}{8}$ "x2 $\frac{3}{4}$ "x2" in size.

Can be arranged for motor drive.

Inquiries Solicited

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250 WEST BROADWAY
NEW YORK CITY

Se solicita correspondencia en español.

Powdered Laundry Soap. Filed by John R. Mitchell & Son, Inc., Brooklyn, N. Y., Mar. 16, 1927. Claims use since April 1, 1926.

Ariel—This in black letters describing moth preventives, insecticides and vermin exterminators. Filed by Ratin Laboratory, Inc., New York, N. Y., Mar. 16, 1927. Claims use since March 11, 1927.

Kilmoth—This in black letters in quotation marks describing preparation to prevent and destroy moths. Filed by Comer Mfg. Co., Dayton, Ohio, April 11, 1927. Claims use since Jan. 10, 1927.

Selex—This on a black background describing washing powder. Filed by Procter & Gamble Co., Cincinnati, Ohio, May, 1927. Claims use since April 25, 1927.

K-F Fly Spray—This in a diamond over the picture of a fly with a description of the germs that flies carry, describing insecticide. Filed by Western Labs., Inc., Phoenix, Ariz., May 14, 1927. Claims use since Feb. 1, 1926.

Rico—This in black letters describing soap pastes for cleaning walls, woodwork, etc. Filed by Rico Labs., Denver, Colo., May 16, 1927. Claims use since May 1, 1927.

Mercresol—This in black letters describing soap. Filed by Renard, Inc., Kalamazoo, Mich., May 25, 1927. Claims use since May 5, 1927.

Puripine—This in black letters describing liquid cleanser. Filed by Puritan Chem. Co., Atlanta, Ga., May 26, 1927. Claims use since June 1, 1925.

"Makes Life Easy"—This in black letters describing general cleansing and washing compound. Filed by Oakite Products, Inc., New York, N. Y., June 1, 1927. Claims use since 1909.

Coleo—A picture of an open wrapper describing soap. Filed by Colgate & Co., Jersey City, N. J., June 4, 1927. Claims use since June, 1926.

Sprayso—This in black letters describing soap flakes. Filed by Colgate & Co., Jersey City, N. J., June 4, 1927. Claims use since May 23, 1927.

Safti-Klen—This in black letters describing liquid disinfectant, cleanser, deodorant, and bleach. Filed by Safety Fumigant Co., Boston, Mass., June 6, 1927. Claims use since May 8, 1926.

Trade-Marks Granted

227,992—Cleaner. J. F. Rife, doing business as The Rife Laboratory, Fresno, Calif. Filed December 8, 1926. Serial No. 241,183. Published March 8, 1927.

228,055—Washing powder. Alfred Anderson, doing business as Anderson Chemical Co., Litchfield, Minn. Filed January 10, 1927. Serial No. 242,561. Published March 15, 1927.

228,064—Hand soap. The R. M. Hollingshead Co., Camden, N. J. Filed September 15, 1926. Serial No. 237,268. Published March 15, 1927.

228,104—Disinfectants; deodorants, insecticides, etc. The C. B. Dolge Co., Westport, Conn. Filed December 31, 1926. Serial No. 242,228. Published March 15, 1927.

228,163—Insect exterminator. Michael E. Downey, Chicago, Ill. Filed July 6, 1926. Serial No. 234,199. Published March 15, 1927.

228,186—Cleaning and scouring compound. Fitzpatrick Bros., Chicago, Ill. Filed December 20, 1926. Serial No. 241,711. Published March 15, 1927.

228,214—Soaps. F. Procháska Ltd., Prague, Czechoslovakia. Filed July 24, 1926. Serial No. 235,069. Published March 15, 1927.

228,222—Cleaning preparations, dry cleaners, sweeping compounds, metal polish, and toilet, laundry, and automobile soaps. Midland Chemical Laboratories, Inc., Dubuque, Iowa. Filed September 1, 1926. Serial No. 236,765. Published March 15, 1927.

228,228—Exterminator for rats. The Rat Biscuit Company, doing business as K-R-O Company, Springfield, Ohio. Filed January 31, 1927. Serial No. 243,624. Published March 15, 1927.

228,231—Roach insecticide. Isadore Silverman, doing business as Pro-Tex-All Sanitary Products Co., Evansville, Ind. Filed January 24, 1927. Serial No. 243,289. Published March 15, 1927.

228,247—Disinfectant. C. C. Winchester, doing business as The Sani-Vapor Co., Atlanta, Ga. Filed December 10, 1926. Serial No. 241,309. Published March 15, 1927.

228,254—Cream toilet and shaving soap for use in soap dispensers. Premier Applânce Co., Inc., Philadelphia, Pa. Filed August 1, 1924. Serial No. 200,829. Published March 15, 1927.

228,903—Shaving cream. The William A. Webster Company, doing business as Mutual Manufacturing Co., Memphis, Tenn., and Kansas City, Mo. Filed January 25, 1927. Serial No. 243,331. Published April 5, 1927.

228,954—Shampoo. Sunland Laboratories, Inc., Los Angeles, Calif. Filed February 25,

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"They Seal" "They Beautify" "They Identify"

Gold Embossed or Multi-color Labels to seal cellophane or fancy papers—

Complete wrappers printed in gold and any number of colors—

Any style of label or wrapper that you may desire will be individually designed and carefully printed.



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*a true balsamic fixative,
especially adapted for SOAPS*

Antifugin

Almost colorless—will not discolor soap. Absolutely staple and soluble — and inexpensive to use!

Replace 15% of your perfume oil with 2 or 3% of Antifugin, run a trial batch and then compare results. You will be amazed.



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1927. Serial No. 244,894. Published April 5, 1927.

228,960—Shaving creams, dental creams, deodorants and disinfectants. The William A. Webster Company, Memphis, Tenn. Filed January 25, 1927. Serial No. 243,332. Published April 5, 1927.

229,054—Fly insecticide. Isadore Silverman, doing business as Pro-Tex-All Sanitary Products Co., Evansville, Ind. Filed January 24, 1927. Serial No. 243,288. Published April 12, 1927.

229,232—Soap. James S. Kirk & Company, Chicago, Ill. Filed December 4, 1926. Serial No. 240,981. Published February 15, 1927.

229,287—Dental cream. Colgate & Company, Jersey City, N. J., and New York, N. Y. Filed February 8, 1927. Serial No. 244,001. Published April 12, 1927.

229,387—Washing powder and soap powder. Robert J. Magee, Chicago, Ill. Filed February 5, 1927. Serial No. 243,866. Published April 19, 1927.

229,392—Deodorant toilet powder. Una Lucille Burke, doing business as No-No Products Company, Oakland, Calif. Filed February 8, 1927. Serial No. 243,995. Published April 19, 1927.

229,394—Dry cleaners in paste and liquid form. Robinette & McLain, Washington, D. C. Filed February 8, 1927. Serial No. 244,026. Published April 12, 1927.

229,431—Soap. Vincent de Messimy, Chicago, Ill. Filed February 18, 1927. Serial No. 244,548. Published April 12, 1927.

229,447—Cleaning compound, shaving cream, shaving powder, soaps. Leigh Chemist, Inc., New York, N. Y. Filed December 17, 1926. Serial No. 241,629. Published April 12, 1927.

229,468—Soap, soap powder, soap flour, soap chips, and soap flakes. Fitzpatrick Bros., Chicago, Ill. Filed February 26, 1927. Serial No. 244,922. Published April 12, 1927.

229,493—Toilet soap. Bourjois, Inc., New York, N. Y. Filed January 21, 1927. Serial No. 243,130. Published April 12, 1927.

229,509—Soap flakes. Citrus Soap Company of California, San Diego, Calif. Filed February 3, 1927. Serial No. 243,750. Published April 12, 1927.

229,485—Insecticide, liquid and powder. Agatha P. Thomson, St. Louis, Mo. Filed February 21, 1927. Serial No. 244,730. Published April 19, 1927.

228,376—General household cleaning preparation. Frederick Lloyd Converse, do-

ing business as the Tri-Po Products Co., Woodlynne, N. J. Filed January 11, 1927. Serial No. 242,658. Published March 22, 1927.

228,407—Soap and Soap Compounds. Viking Laboratories, Inc., Charleston, W. Va. Filed January 6, 1927. Serial No. 242,454. Published March 22, 1927.

228,461—Soap. Irving McEwen, Omaha, Nebr. Filed January 18, 1927. Serial No. 243,009. Published March 22, 1927.

228,475—Washing Powder. The White Wave Company, Dowagiac, Mich. Filed November 14, 1925. Serial No. 223,350. Published February 15, 1927.

228,517—Shaving stick and shaving soap. Colgate & Company, Jersey City, N. J., and New York, N. Y. Filed January 27, 1927. Serial No. 243,417. Published March 29, 1927.

228,523—Cleanser and scrubbing compound. Vestal Chemical Co., St. Louis, Mo. Filed January 27, 1927. Serial No. 243,464. Published March 29, 1927.

228,674—Rodent exterminator. Rex Research Corporation, Toledo, Ohio. Filed February 4, 1927. Serial No. 243,830. Published March 29, 1927.

228,690—Soap. J. Eavenson & Sons, Inc., Philadelphia, Pa., and Camden, N. J. Filed December 16, 1926. Serial No. 241,567. Published March 29, 1927.

228,697—Soap. J. Eavenson & Sons, Inc., Philadelphia, Pa., and Camden, N. J. Filed December 20, 1926. Serial No. 241,707. Published March 29, 1927.

229,851—Shampoo Soap. Cereal Soaps Co., Inc., New York. Filed March 5, 1926. Serial No. 228,173. Published May 4, 1926.

229,949—Insecticides, both liquid and powder form. Benjamin D. Smith, doing business as Smith Manufacturing Co., Utica, N. Y. Filed March 2, 1927. Serial No. 245,111. Published April 26, 1927.

229,966—Tooth Paste. Lehn & Fink, Inc., New York, N. Y. Filed February 21, 1927. Serial No. 244,701. Published April 26, 1927.

229,968—Shaving Cream Soaps. The William A. Webster Company, Memphis, Tenn. Filed February 19, 1927. Serial No. 244,641. Published May 3, 1927.

230,011—Insecticide. Killem Manufacturing Company, Orlando, Fla. Filed February 7, 1927. Serial No. 243,952. Published May 3, 1927.

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East Indian Sandalwood Oil

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*Distillers of Essential Oils and
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PACKED IN 100-LB. CASES—EACH CASE
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227

Market Report on ESSENTIAL OILS AND AROMATICS

(As of August 8, 1927)

DEMAND for essential oils was generally quiet, summer dullness accounting for limited business with orders confined mostly to small quantities for immediate shipment. In spite of the smallness of demand, prices on the whole were steady and firm. Advances and declines during the month were fairly well divided. A stronger position was noted for Messina essences. The downward movement of peppermint prices continued during the month on expectation of heavy production. Methyl salicylate was cut 5c by manufacturers. Geranium, citronella, patchouli, and petit grain appeared firmer.

OIL ANISE

Position of the anise market in the Far East was reported stronger at the close, but on spot no material change was noted. The general

range of quotations was, in fact, slightly easier at 58c to 60c lb. for U.S.P. oil compared with an inside of 60c last month. Technical oil was held at 56c to 58c.

OIL BERGAMOT

Greater strength was indicated in the market for bergamot in Sicily which, coupled with a rising exchange, tended to give greater firmness here. Spot sellers, however, are quoted the same range as last month with standard goods inside at \$6.00 all the way to \$6.75 lb. as to seller.

OIL CANANGA

Larger offers of spot oils have been made during the close of the past month at slightly lower prices. Now named at \$4.00 to \$4.30 lb. for native and \$5.75 to \$5.00 for rectified.

OIL CASSIA

Total change during the period has been a

D & O
ESTABLISHED IN 1798

≡ QUALITY

*Discriminating buyers have long ago determined
the value of these products by their Quality.*

OIL BAY

OIL CLOVE

OIL NUTMEG

OIL CASSIA

OIL COPAIBA

OIL VETIVERT

OIL BERGAMOT

OIL GERANIUM

OIL CEDARWOOD

OIL BOIS DE ROSE

OIL LAVENDER

OIL CITRONELLA

OIL CAMPHOR, WHITE

OIL CAMPHOR, "SASSAFRASSY

THE "D & O" LABEL INVITES COMPARISONS

*Write us if you are not acquainted
with our perfume specialties.*

DODGE & OLcott COMPANY
87 FULTON STREET

NEW YORK

*"The Integrity of the House is Reflected
in the QUALITY of its PRODUCTS."*

Label your toilet soap!

A stock seal for



Toilet
Soaps

Perfumes

Toilet
Preparations

A Henderson lithographed label, placed on your own wrapped cake of toilet soap will supply the finishing touch to the package. It will raise your soap above the ordinary grade. Because these labels are produced in large quantities and stocked by us their cost will not hinder their use even on comparatively inexpensive toilet soaps.

The selection of the proper label for your product may be made easily. We carry the largest line of high grade, exclusively designed stock labels in the world.

For \$2.00 we'll send you our complete sample line, approximating 1,400 designs. The \$2.00 will then be credited to you on receipt of your order.

Let us quote on your SPECIAL Label and Soap Wrapper requirements.

The HENDERSON LITHOGRAPHING CO., Division
of
The Strobridge Lithographing Co.,
Norwood B-29, Cincinnati, O.

CITRONELLAL for Soap

*Cheaper than Citronella Java
Goes Farther*

A. M. TODD COMPANY
KALAMAZOO MICHIGAN

BUSINESS ESTABLISHED IN 1869

Say you saw it in S O A P !

drop of 5c a lb. in both crude and refined oils on spot in spite of bullish news from China. Now held at \$1.90 to \$2.05 lb. for U. S. P. and \$1.60 to \$1.70 for 80-85.

OIL CEDARLEAF

Standard goods are held at \$1.00 lb. spot with some sellers asking up to \$1.20 and some slightly under the base figure. These are somewhat lower than last month's figures. Demand quiet. Oil cedarwood steady and dull at unchanged prices, 30c to 35c lb. spot.

OIL CITRONELLA

A firmer undertone is noted with less price shading on spot. Spot drums, good quality Ceylon oil are held at 35c lb. ranging upward as to seller. Java oil is dull and quiet without change at 45c to 55c lb. drums.

OIL GERANIUM

In geranium also, there has been an apparent tendency to hold prices firmer and not shade as frequently. Stocks are sufficient for current needs and demand is not large at present, although consumption rate is on the whole at high levels. Spot Reunion or African oil \$3.00 to \$3.25 lb.

MESSINA ESSENCES

Italian exchange and strong markets in Sicily has given the markets here for lemon, orange, and bergamot a firmer tone. Prices show little material change, however, with lemon at \$2.25 and orange \$2.70 to \$3.25 for Sicilian and \$2.50 to \$2.75 for West Indian.

OIL LAVENDER

Dull and quiet without change. Wide quality range on spot with prices from \$3.50 all the way up to \$4.50 lb. for high grade oil.

OIL PEPPERMINT

On the outlook for a heavy crop this year, prices have slid off further during the month. Natural oil is available at \$3.50 to \$3.75 lb. for natural as to seller and U.S.P. at \$3.75 to \$4.25 lb. New crop oil is offering at close to the same levels for later delivery.

MISCELLANEOUS OILS

Higher prices for shipment for patchouli oil have brought higher spot figures of \$8.00 to \$9.00 lb. Petitgrain is also firm here at \$1.65 to \$1.75 lb. on higher cost to import. Spearmint easier at \$3.50 to \$3.60 lb. spot.

METHYL SALICYLATE

To meet active resale competition, manufacturers cut the price of methyl salicylate 5c lb. about Aug. 1 and now quote 40c lb. drums and 42c lb. up for cans. This cut is in the face of a very strong salicylate market and a 2c advance in phenol.

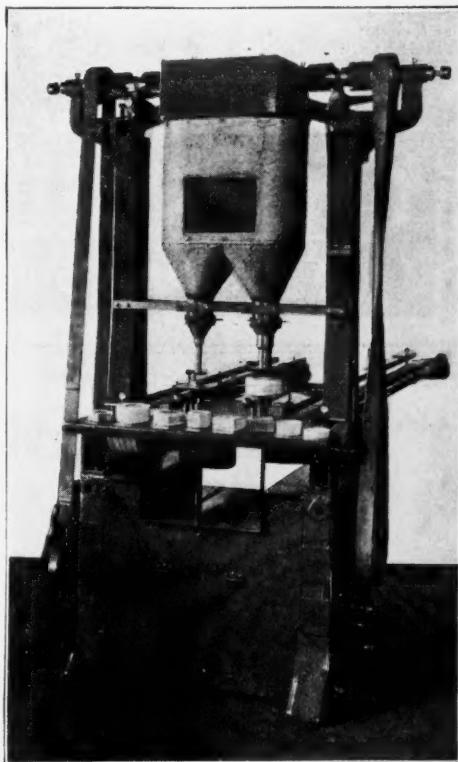
FACE & BODY POWDERS

$\frac{1}{2}$ ounce to 16 ounces in

Ten Different Pouches

handled on one machine

with so little dust that a repeat order soon followed.



Two pouches filled simultaneously by one operator on this model M.H. We build a single station model, also four fully automatic machines with capacities up to 60 per minute.

Send for certified operating and maintenance costs.

NATIONAL PACKAGING MACHINERY CO.

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We have been making SILICATE OF SODA in various grades and various forms, especially adapted to use in the manufacture of soap, so many years that GRASSELLI leadership in quality and service is definitely established throughout the industry.

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Albany	Milwaukee
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GRASSELLI GRADE
A Standard Held High for 88 Years

“COLUMBIA BRAND”

**Caustic
Soda**

SOLID — FLAKE
GROUND — LIQUID



**Soda
Ash**

LIGHT —
DENSE

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50 BROAD STREET
NEW YORK

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Market Report on

SOAP AND DISINFECTANT CHEMICALS

(As of August 8, 1927)

GENERAL business in chemicals, and allied products has been fairly active during the past month, although there has been some of the usual falling off encountered during July and August. Spot business, however, has been unusually good for this season, and contract demands have kept up to the figures of previous months indicating a continuation of general industrial activity. A sharp gain in prices from the low levels of a month ago was scored by rosins. The weakness of glycerin showed no change with demand dull. Alkalies have held firm and unchanged.

ALKALIES

As long as heavy of shipments of alkalies from producers' plants hold at the levels which have characterized the past few months, there is little likelihood that there will be any change in the market position. Demand has remained

in full swing through the summer months thus far and is apparently likely to continue. Basic position is firm with a well balanced market. Caustic contract price \$3.00 hundred, cars; ash in bags, contract basis, \$1.38.

ROSINS

After touching low levels a month ago, rosin prices have scored several advances and gained over the period an average of two dollars per barrel. Shipments from Southern centers have been larger and although receipts have been large, they have been more than offset by outgoing shipments. A reduction in stocks has been the result and an upward movement in prices naturally followed. Demand was apparently stimulated by the low prices. New York prices closed at \$10.75 for B against \$8.95 a month ago; H at \$11.10; N at \$11.25; WG at \$11.50 and WW at \$12.00 bbl. Wood

THE SUPERFOS COMPANY

535 PEARL STREET

NEW YORK, N. Y.

Sole American Distributors of electrolytic
CAUSTIC POTASH

90/92% Westeregeln Brand

Fused, Broken, Flakes and Powder

Manufactured by the CONSOLIDIRTE ALKALIWERKE

90% actual KOH guaranteed

Imported CHLOROPHYLL, Oil and Fat Soluble

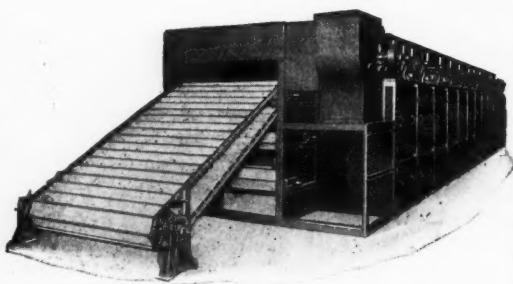
Manufactured by HOLZVERKOHLUNGS INDUSTRIE

FLUOSOUR
The Ideal Laundry Sour

Manufactured by the AMERICAN FLUORIDE CORPORATION

FLUOREX
A Concentrated Fluorine Insecticide

On drying Soap



stage Chip Soap Drying Machines. These machines may be had with or without Chilling Rolls.

NEXT to quality comes low price quantity production in drying chip soap. Both quality and quantity results are obtained by the use of the Sargent Three Swing Shelf Conveyor progressive

C. G. SARGENT'S SONS CORP.
GRANITEVILLE MASSACHUSETTS

Do you use American Ground
ITALIAN PUMICE STONE
in your
Hand Soaps, Scouring Soaps and Powders

If you do you will be interested in seeing samples of our goods. We guarantee a clean product, free from any black specks, evenly bolted and 99% pumice. All grades from 3-F to No. 2 available.

If you don't, ask us for a sample of our pumice stone—make some soap with it! Compare it with your own product and note the difference in feel and washing effect. It is easier on the hands and still cleans more readily.

NATIONAL PUMICE STONE CO., INC.
242 Water Street New York

The only concern in the U. S. specializing only in Pumice Stone

Say you saw it in SOAP!

rosin went up \$1.00 during the period to \$8.00 bbl. works cars.

GLYCERIN

The glycerin market has been a quiet and dull affair during the period. Demand has been sub-normal in mostly all quarters. Some material has been moved for anti-freeze preparations but this has not been sufficient to give the market support. Powder markets have not taken their quota to date and show little interest. Prices have lost fractionally during the past month with C. P. closing at 24c drums, dynamite at 21c, saponification at 15c, and soap lye at 13 $\frac{3}{4}$ c.

COAL TAR PRODUCTS

An advance of two cents in the price of phenol by manufacturers last week stiffened the market for coal-tar materials generally. Phenol in drums now inside at 18c lb. carlots. Cresylic acid has been unchanged by meaningless tariff reduction. Prices are firm at 66c up for dark and 67c up for pale spot. Demand active. Tar acid oil in good request without change in price. Creosote oil is heavy demand with most producers sold well up. Prices firm. Stocks of U.S.P. cresol show no increase.

MISCELLANEOUS PRODUCTS

Methyl salicylate was cut 5c lb. by manufac-

turers late in July to meet resale competition. Caustic potash is very firm and unchanged at 7 $\frac{1}{2}$ c to 8c lb. Now offered again in 45% solution by manufacturer.

Robert Magnus, treasurer of Magnus, Mabee & Reynard, Inc., New York essential oil house, was badly injured on Aug. 7 on the Long Island Motor Parkway, near Amityville, L. I. when he was struck by another car while examining the engine of his own car by the roadside. Mr. Magnus suffered a fractured skull and broken leg, and the car which hit his machine was turned over by the crash. He was removed to Dr. Reed's Hospital at Amityville, L.I. The latest word from the hospital indicated Mr. Magnus was out of immediate danger and would recover.

"Ammonia and its Uses" is the subject of an article in the July issue of *Successful Dry Cleaning*, issued by the Glover Sales Co., Kansas City, Mo. Methods for making ammonia solutions, solutions in water and volatile liquids such as gasoline, ether, chloroform, and also alcohol solutions, and the use of ammonia fumes in spotting out, are described in the article.

Solvay
CAUSTIC POTASH
LIQUOR 45%

Tank Cars—Drums

For immediate shipment

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SOLVAY SALES CORPORATION

40 RECTOR STREET, NEW YORK

Alkalies and Chemical Products Manufactured By The Solvay Process Company

DIRECT IMPORTERS

Choice Italian Olive Oil Foots	Peanut Oil
Palm Oil, Lagos & Niger	Sesame Oil
Palm Kernel Oil	Soya Bean Oil
5% Spanish Olive Oil	88/92% Caustic Potash

DEALERS

P. S. Y. Cotton Oil	Tallow
Winter Cotton Oil	Animal Grease
Crude Corn Oil	Red Oil
Cocoanut Oil	Stearic Acid

Stocks carried in New York Warehouse

Welch, Holme & Clark Company
565 GREENWICH STREET -:- NEW YORK CITY

*Let us show you the advantages in buying
Vegetable Oils and Chemicals
for shipment from Philadelphia*

Since 1897 we have been **DIRECT IMPORTERS** of

Choice Green Italian Olive Oil Foots
Palm Oil, Genuine Lagos and Niger
Palm Kernel Oil
Degras (Woolfat)

Caustic Potash, Electrolytic, 90/92% Guaranteed
Carbonate of Potash, Calcined, All Tests
Yellow Pressed Olive Oil Guaranteed Pure
Cresylic Acid, 97/99%

Dealers in

Red Oil (Oleic Acid)
Saponified and distilled
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Coconut Oil
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GET OUR PRICES BEFORE BUYING
SPOT — FUTURE — CONTRACT

T. G. COOPER & CO.

47 and 49 North Second Street

Philadelphia Pa.

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Market Report on TALLOW, GREASES AND OILS

(Written August 9, 1927)

ALTHOUGH comparatively little business has been done this summer, considering July and thus far in August as a whole, the oil market has held remarkably well. The latter part of July was even starting to be encouraging and trading continued to improve, until cottonseed oil broke early this month. Even so, palm, coconut and palm kernel oils and tallow show no change from figures named in the last report which in turn were not markedly at variance with June prices. The upturn in cottonseed oil, occasioned by a bullish crop report, will no doubt strengthen other oils and fats considerably, providing it holds for a reasonable period, but the report has not yet been out long enough to enable the entire market to react. Olive oil fots are higher, on smaller spot supplies, and commercial grade olive oil has declined.

COTTONSEED OIL

An increase of sixty points was registered in refined oil, on receipt of the Government cotton report, dated August 8, predicting a crop of under 13½ million bales when over 15 million had been anticipated, leaving it inside at 10c. for September although in the course of much fluctuating up to 10½c and down to 9½c was named. Crude oil sold at 9c, having been available late last week at 8c in the valley and 7½c in the Southwest.

TALLOW

Tallow has held through the month closing at 7½c, f. o. b. works, making almost a three month period without material change. Trading was along narrow lines, until a week or ten days ago, when a spurt in buying activity

THE NEWPORT PRODUCTS

for
soap
makers

TETRALIN and HEXALIN

Hydrogenated Coal Tar Bases with
High Boiling Points and
Better Dissolving Properties

for oils, waxes, greases and fats than the solvents commonly used—therefore they are ideal for incorporation with Soaps and Detergents destined to be used in textile processing.



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Manufacturers and Refiners Since 1876

TIOGA & BELGRADE STREETS

— PHILADELPHIA

Say you saw it in SOAP!

cleaned out most of the then available material.

COCONUT OIL

Although more activity has been seen in the past week or two, than in several previous weeks, prices have shown no change from last month, standing at 8½c spot and 8½c to 8¾c at the Coast. Firmness in producing centers kept quotations on an even keel even through the dull summer period.

PALM OIL

Business in palm oil is reported as being only fair, with less being done in Niger than in Lagos. Spot Niger is offered at from 7½c to 7¾c and shipment goods may be had at 6½c. Spot Lagos oil is held unchanged at 7½c, with futures named between 7½c and 7¾c, according to position.

OLIVE OIL FOOTS

In a market devoid of interest, until the cottonseed oil spurt late in the period, this item has furnished most of the action in going up to 9c. Late last month, sales were made down to 8½c, but, with the accumulation of goods gone, a reaction to higher levels was in order.

OLIVE OIL

Holders are making a bid for business, in order to clean out the tail end of their stocks before the new crop comes in, and have brought their prices down to \$1.60 a gallon inside. With high prices in vogue for several

months past, consumers have substituted other oils and fats, wherever possible, leaving producers with rather more goods on hand at this time than they had expected to have.

PALM KERNEL OIL

The middle of last month saw an unusual amount of activity in this oil, but things have quieted down, almost to a standstill at this time. No important spot offerings are made, with shipment prices unchanged at 8¾c for tank cars and 8½c for casks.

Stocks of crude cottonseed oil were sharply reduced during June, a drop of over 40 million pounds leaving supplies at 32,000,000 pounds on June 30, about twice the amount available the same day a year ago. Refined oil stocks went off 40 million pounds to 461,000,000 pounds, still 270 million pounds above the June 30, 1926 figure.

Whale oil production, during the season 1926-27, is already ahead of the two previous seasons with two fields not yet accounted for. The total catch is reported at 570,560 barrels, 10,000 barrels ahead of 1915-26 and 84,000 barrels beyond the 1924-25 figure. The two fields, not yet reported on, produced about 25,000 barrels in each of the two previous seasons.

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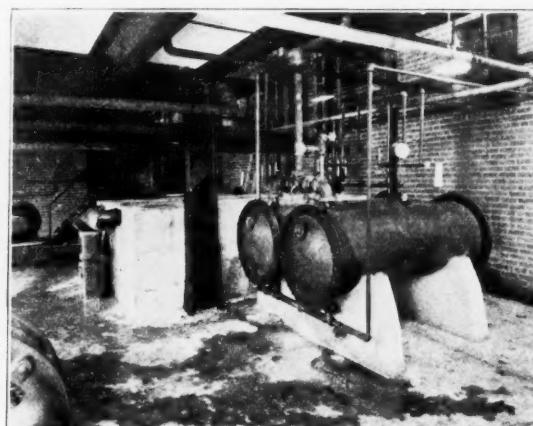
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Formal
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Sulfur
Adeps
Anhyd
Alcohol
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Ammon
18 d
Ammon
Bay R
St. C
Benzal
Tech
Bleach
Borax,
Carbon
Carbon
Caustic
China
Cresol
Cresol
Cresol
Formal
Fullers

CURRENT PRICE QUOTATIONS

Chemicals

Acetone, C. P., drums	lb.	.13	.14	Glycerin, C. P., drums	lb.	.24	.25
Acid, Boric, bbls.	lb.	.09	.10	Dynamite, drums	lb.	.21	.22
Cresylic, 95%, dk., drums	gal.	.66	.69	Saponification, tanks	lb.	.15	.15½
97.99% pale, drums	gal.	.67	.70	Soap, Lye, tanks	lb.	.14	.14½
Formic, 85%, tech.	lb.	.11	.12	Hexalin, drums	gal.	4.75	5.00
Oxalic, bbls.	lb.	.12	.13	Iodine, resulb. jars	lb.	4.65	4.90
Salicylic, tech.	lb.	.28	.30	Iodoform, bottles	lb.	6.00	6.50
Sulfurous, 6% cbys.	lb.	.06	.07	Kieselguhr, bags	ton	65.00	75.00
Adeps Lanae, hydrous, bbls.	lb.	.16	.20	Lanolin, see Adeps Lanae,			
Anhydrous, bbls.	lb.	.18	.21	Lead Acetate (Sugar Lead), white	lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls.	gal.	3.90	4.00	Lime, live, bbls.	100 lb.	1.10	1.20
Complete Denat., No. 5, drums ext.	gal.	.45	.47	Menthol cases	lb.	4.25	4.50
Ammonia Water, 26 deg., drums wks. lb.	lb.	.03	.04	Synthetic	lb.	3.25	3.50
18 deg., drums wks.	lb.	.02½	.03	Mercury Bichloride, kgs.	lb.	1.20	1.30
Ammonium Carbonate, tech., bbls.	lb.	.10½	.13	Naphthalene, ref. flakes, bbls.	lb.	.05	.06
Bay Rum, Porto Rico, denat., bbls.	gal.	.85	.95	Nitrobenzene (Myrbane), drums	lb.	.09	.12
St. Thomas, bbls.	gal.	.85	.90	Paraffin, cases, slabs	lb.	.06½	.07
Benzaldehyde, U. S. P.	lb.	1.20	1.40	Paradichlorobenzene, bbls.	lb.	.18	.20
Technical	lb.	.68	.72	Parafomaldehyde, cases	lb.	.50	.60
Bleaching Powder, drums	100 lb.	2.40	3.00	Petrolatum, bbls. (as to color)	lb.	.04	.09
Borax, pd., cryst., bbls., kgs.	lb.	.04½	.05	Phenol (Carbolic Acid), drums	lb.	.18	.20
Carbon Bisulphide, drums	lb.	.06	.07	Pine Oil, bbls.	gal.	.72	.73
Carbon Tetrachloride	lb.	.07	.08	Potash, Caustic, drums	lb.	.07½	.08
Caustic, see Soda Caustic, Potash Caustic				Potassium Bichromate, casks.	lb.	.09	.09½
China Clay, filler	ton	20.00	40.00	Pumice Stone, powd.	100 lb.	3.00	3.50
Cresol, U. S. P., carbys.	lb.	.18	.20	Rosin (600 lb. bbls. gross for net)—			
Creosote, U. S. P., carbys.	lb.	.42	.45	Grade B to H, basis 280 bbl.	bbi.	10.75	11.10
Creosote Oil, drums	gal.	.14	.17	Grade K to N	bbi.	11.20	11.25
Formaldehyde, bbls.	gal.	.10	.10½	Grade WG and WW	bbi.	11.50	12.00
Fullers Earth, bags	ton	25.00	35.00	Wood, works	bbi.	—	8.00
				Rotten Stone, powd., bbls.	lb.	.02½	.05
				Silica, Ref., floated	ton	20.00	30.00
				Soda Ash, Contract, wks., bags	100 lb.	1.38	1.50
				Five bbls. up, local	100 lb.	2.29	2.50



Fatty Acid Eggs. Garrigue Fatty Acid Distillation Plant.

THE same consideration of detail in the design and construction of the GARRIGUE Fatty Acid Still is also applied to the accessory equipment such as condensers, receivers and discharge eggs. This results in a well balanced plant, capable of operating consistently at the highest possible efficiency.

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GLYCERINE DISTILLATION

A new automatic Cutting Machine for TOILET SOAPS



This new machine, long needed in the soap industry, automatically cuts soap into bars as it comes from the plodder, then into cakes and then pushes the cakes on to a rack or traveling belt to be taken to the press. Its speed is governed by the plodder's output.

The machine is simple in design and is easily adjusted to handle various size bars. It will cut any size cake from 1 ounce to 6 ounces. Houchin-Aiken quality, built into this equipment, means that it will last.

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You will be interested in having complete information about this absolutely new automatic cutter. Write to us.

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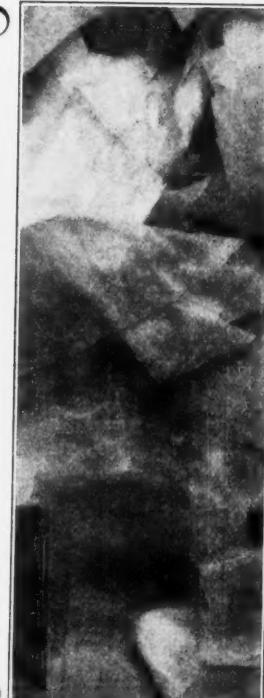
Soda Caustic, Contract, wks. sld.	100 lb.	3.00	3.20	Off prime, bbls.	lb.	—	.13 1/2
Five drums up, solid, local	100 lb.	3.76	3.90	Extra, bbls.	lb.	—	.11 1/2
Five drums up, grnd. flk.	100 lb.	4.41	4.65	Extra, No. 1, bbls.	lb.	—	.11 1/2
Soda Sal, bbls.	100 lb.	1.30	1.50	No. 2, bbls.	lb.	—	.10 1/2
Soda, Sesquicarbonate, bbls.	100 lb.	3.00	3.75	Linseed, raw, bbls., spot	lb.	.10 1/2	.11 1/2
Sodium Chloride (Salt)	ton	13.00	20.00	Tanks, raw	lb.	—	.09 1/2
Sodium Fluoride, bbls.	lb.	.09	.10	Boiled, 5 bbl. lots	lb.	—	.11 1/2
Sodium Hydrosulphite, bbls.	lb.	.24	.28	Menhaden, Crude, tanks, Balt.	gal.	—	.42 1/2
Sodium Phosphate, bbls.	lb.	.04	.05	Light pressed, bbls.	lb.	—	.58
(Trisodium phosphate)				Yellow, bleached, bbls.	gal.	—	.61
Sodium Silicate, 40 deg., drums	100 lb.	.80	1.25	Extra bleached, bbls.	gal.	—	.63
Drums, 60 deg., wks.	100 lb.	1.70	2.00	Oleo Oil, No. 1, bbls., N. Y.	lb.	—	.13 1/2
In tanks, 10c less per hundred works.	gal.	.26	.30	No. 2, bbls., N. Y.	lb.	—	.12 1/2
Tar Acid Oils, 15-25%	gal.	.20	.22	No. 3, bbls., N. Y.	lb.	—	.11 1/2
Zinc Stearate, bbls.	lb.			Olive, denatured, bbls., N. Y.	gal.	1.65	1.75
				Edible, bbls., N. Y.	gal.	2.50	2.75
Oils—Fats—Greases				Foots, bbls., N. Y.	lb.	—	.09
Castor, No. 1, bbls.	lb.	.13 1/4	.13 1/4	Shipments	lb.	—	.09
No. 3, bbls.	lb.	.12 1/4	.13	Palm, Lagos, casks spot	lb.	.07 1/2	.07 3/4
Blown, bbls.	lb.	—	.16 1/4	Shipments	lb.	.07 1/8	.07 1/4
Coconut, bbls., N. Y.	lb.	.08 1/2	.09	Niger, casks, spot	lb.	—	.07 1/4
Tanks, Coast	lb.	—	.08 1/2	Shipments	lb.	—	.06 7/8
Cod, Newfoundland, bbls.	gal.	.63	.65	Palm Kernel	lb.	.08 1/8	.08 5/8
Tanks, N. Y.	gal.	.61	.63	Peanut, refined, bbls., N. Y.	lb.	.14 1/2	.16
Copra, bags, Coast	lb.	—	.05 1/8	Crude, bbls., N. Y.	lb.	—	.11
Corn, ref., bbls., N. Y.	lb.	—	.08 1/2	Red Oil, distilled, bbls.	lb.	—	.09 3/4
Crude, tank, mills	lb.	—	.12	Saponified, bbls.	lb.	.09 3/4	.10
Bbls., N. Y.	lb.	—	.08 1/2	Tanks	lb.	—	.09
Cottonseed, crude, tanks mill	lb.	.08	.08 1/4	Soya Bean, crude, tks., Pacific Coast	lb.	—	.09
PSY, bbls., N. Y.	lb.	—	.10	Crude, tanks, N. Y.	lb.	—	.11 1/2
Degras, Amer., bbls., N. Y.	lb.	.04 1/2	.05	Crude, bbls., N. Y.	lb.	—	.12
English, light, bbls., N. Y.	lb.	.05 1/2	.06	Refined, bbls., N. Y.	lb.	—	.14
Brown, bbls., N. Y.	lb.	.05	.05 1/2	Stearic Acid			
Light brown, bbls., N. Y.	lb.	.04 1/2	.04 1/2	Double Pressed	lb.	.11 1/4	.12
Dark, bbls., N. Y.	lb.	.04	.04 1/2	Triple pressed, bgs.	lb.	.13 1/2	.14
Neutral, bbls., N. Y.	lb.	—	.08	Stearine oleo, bbls.	lb.	.10 3/8	.11
Greases, choice white, bbls., N. Y.	lb.	.07 1/2	.10	Tallow, edible tierces	lb.	—	.08 5/8
Yellow	lb.	—	.06 5/8	City, extra loose, f.o.b. plant	lb.	—	.07 5/8
Brown	lb.	—	.06 1/8	Tallow oils, acidless, tanks, N. Y.	lb.	—	.10 1/2
House	lb.	—	.06 5/8	Bbls., c/l, N. Y.	lb.	—	.10 3/4
Bone Naptha	lb.	—	.06 5/8	Whale, nat. winter, bbls., N. Y.	lb.	—	.78
Lard, prime steam, tierces	lb.	—	.12 1/2	Blchd., winter, bbls., N. Y.	gal.	—	.80
Compound tierces	lb.	—	.11 1/2	Extra blchd., bbls., N. Y.	gal.	—	.82
Lard Oil, edible prime	lb.	—	.15 1/2				

THIN CHIPS!

This new Proctor Dryer produces Soap Chips of transparent thinness—exactly the kind now in popular demand for package laundry soap—also the chip that can be produced most efficiently in making cake toilet soap.

New throughout—new chilling rolls—new dryer, this machine not only produces the most satisfactory soap chip, but it excels in high capacity, saving of floor space, reduced steam consumption, low cost of operation. Write.

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For Soaps, Disinfectants, Sprays, Deodorants

In perfecting the two lines listed below "SAPORA" and "SOAPOL" we have carefully adhered to the requirements of odor strength and freedom from discoloration in the finished product, which are especially necessary in oils to be used in soap manufacture.

We particularly call your attention to the fact that they make admirable bases which can be blended to attain any distinctly individual odor you may desire.

We shall be glad to advise you regarding this feature on request.

"SAPORA" - \$5.00 per lb.

Acacia	Jasmine	Red Rose	Bouquet	No. 1
Almond	Lavender	Reseda	"	2
Buttermilk	Lemon	Sandalwood	"	3
Carnation	Lettuce	Sweet Pea	"	4
Cologne	Lilac Blue	Trans. Glycerin	"	5
Gardenia	Lilac White	Trefle	"	6
Geranium	Musk	Verbena	"	7
Glycerin	Narcissus	Violet France	"	8
Heliotrope	Neroli	Violet Parma	"	9
Honeysuckle	New Mown Hay	White Rose	"	10
Hyacinth	Orange Blossom	Windsor	"	11
Jack Rose	Patchouly	Ylang Ylang	"	12

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No. I	\$.30 lb.	No. IV	\$.75 lb.	No. VII	\$1.55 lb.	No. X	\$2.10 lb.
" II	.35 lb.	" V	.85 lb.	" VIII	1.65 lb.	" XI	2.25 lb.
" III	.40 lb.	" VI	.90 lb.	" IX	1.75 lb.	" XII	2.65 lb.

For those who wish to do their own blending from the ground up, we have in stock at all times a complete line of Essential Oils, Aromatic Chemicals, etc.

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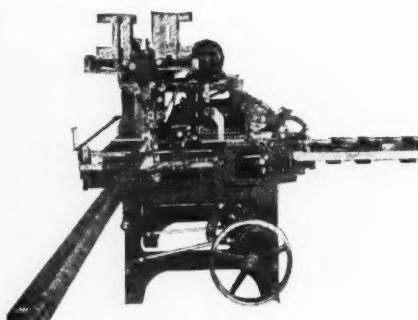
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in wrapping your soap
neatly and securely at a
minimum cost.

This machine operates at a
speed of from 100 to 175 per
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and shape of the cake to be
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Send us samples and let us give you complete details

Say you saw it in SOAP!

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Bay,
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Artichoke
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Cru
Boise,
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Canan
Red
Carava
Cassi
Resin
Cedar
Cedar
Citron
Jav
Clover
Copal
Eucal
Fenne
Geran
Bot
Hem
Laven
Spice
Lemon

Essential Oils

Almond, Bitter, U. S. P.	lb.	2.90	3.50	Lemongrass, native, cans	lb.	.90	1.00
Bitter, F. F. P. A.	lb.	3.00	3.75	Linaloe, Mex., cases	lb.	2.25	2.40
Sweet, cans	lb.	.80	.85	Neroli, Bigarde, $\frac{1}{4}$ & 1 lb. bot.	lb.	75.00	100.00
Apricot, Kernel, cans	lb.	.60	.62	Petale, 1 lb. bot.	lb.	100.00	125.00
Anise, Tech., cans	lb.	.56	.58	Artificial, 1 lb. bot.	lb.	10.00	20.00
U. S. P., cans	lb.	.58	.62				
Bay, tins	lb.	1.75	1.90	Nutmeg, U. S. P., tins	lb.	1.65	1.70
Bergamot, coppers	lb.	6.00	6.50	Orange, bitter, tins	lb.	2.70	2.90
Artificial, cans	lb.	2.50	3.50	Sweet, W. Ind., tins	lb.	2.50	2.60
Birch Tar, rect., bot.	lb.	.55	.60	Italian, cop.	lb.	2.75	3.00
Crude, tins	lb.	.18	.20	Distilled	lb.	2.10	2.25
Boise de Rose, tins	lb.	2.10	2.50	Origanum, cans tech.	lb.	.25	.28
Cade, cans	lb.	.27	.29	Patchouli	lb.	8.00	9.00
Cajuput, native, tins	lb.	.75	.80	Pennyroyal, dom.	lb.	1.90	2.00
Calamus, bot.	lb.	3.75	4.00	Imported	lb.	1.60	1.70
Camphor, Sassy, drums	lb.	—	.14 $\frac{1}{2}$	Peppermint, nat., cases	lb.	3.75	4.00
White, drums	lb.	.11 $\frac{1}{2}$.12	Redis., U. S. P., cases	lb.	4.00	4.25
Cananga, native, tins	lb.	—	4.00	Petit Grain, S. A., tins	lb.	1.60	1.70
Rectified, tins	lb.	—	4.75	Pinus Sylvester	lb.	.85	1.25
Caraway Seed	lb.	1.60	1.70	Pumilio, U. S. P.	lb.	2.25	2.50
Cassia, 80-85%	lb.	1.60	1.70	Rose, French	oz.	9.00	9.50
Redistilled, U. S. P., cans	lb.	1.95	2.10	Bulgarian	oz.	9.50	11.00
Cedar Leaf, tins	lb.	1.00	1.20	Artificial	oz.	2.00	2.75
Cedar Wood, light, drums	lb.	.30	.32	Rosemary, U. S. P., drums	lb.	.48	.55
Citronella, Ceylon, drums	lb.	.34	.35	Tech., lb. tins	lb.	.33	.36
Java, drums	lb.	.45	.50	Sandalwood, E. Ind., U. S. P.	lb.	7.00	7.25
Cloves, U. S. P., cans	lb.	1.40	1.50	W. Indian (Amayris)	lb.	1.80	2.00
Copalba	lb.	1.00	1.05	Sassafras, U. S. P.	lb.	.80	1.00
Eucalyptus, Austl., U. S. P., cans	lb.	.56	.57	Artificial	lb.	.27	.28
Fennel, U. S. P., tins	lb.	.80	.90	Spearmint, U. S. P.	lb.	3.50	3.75
Geranium, African, cans	lb.	3.00	3.25	Spruce	lb.	.90	1.00
Bourbon, tins	lb.	3.00	3.25	Thyme, red, U. S. P.	lb.	.75	.80
Hemlock, tins	lb.	.90	1.00	White, U. S. P.	lb.	.95	1.00
Lavender, U. S. P., tins	lb.	3.50	4.50	Tech.	lb.	.65	.70
Spike, Spanish, cans	lb.	1.00	1.30	Vetivert, Bourbon	lb.	12.00	15.00
Lemon, Ital., U. S. P.	lb.	2.30	2.45	Java	lb.	20.00	22.00
				Ylang Ylang, Bourbon	lb.	6.00	8.00

HEADLOCK NESTING CANS

(5 to 55 Gallons Capacity)

Just right for moving stock, such as liquids, around the factory

No Spilling—No wasting of materials

No evaporation of contents

Water-tight and Indestructible

Suitable for any liquid, paste or powder

Easily cleaned—Quickly opened or closed

Interchangeable Lid

An exceptionally strong Shipping Container
 Will stand rough handling—No casing required
 Will nest for return shipment

Black — Galvanized
Tinned

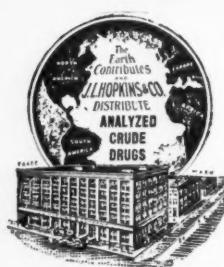
Capacity	Diam.	Height	Weight	Price BLACK
5 gals.	12 $\frac{1}{2}$ "	13"	19 lbs.	\$1.75
10 gals.	14 $\frac{1}{2}$ "	26"	27 lbs.	2.25
20 gals.	20 "	26"	42 lbs.	4.50
30 gals.	21 "	34"	65 lbs.	6.00
55 gals.	25 "	35"	80 lbs.	7.00

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NEW YORK CITY



Hopkins' Powdered Neutral White Soap

For manufacturers of dentifrices and toilet preparations

Especially adaptable for use in tooth powders and pastes, mouth washes, bath powders, shampoos, and lotions.

Neutral, non-irritant, snow white, free from a soapy flavor, is not prone to become rancid, or harden with age.

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We make a specialty of these SOAPS

LIQUID SHAMPOO
SHAMPOO BASE SOAP
SHAMPOO PASTE
LIQUID TOILET SOAP
TOILET BASE SOAP
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UNIFORMITY of your LIQUID TOILET SOAP and SHAMPOO will enable you to increase your business.

BUCKEYE BASE SOAP will produce a liquid soap or shampoo that will be uniform in every respect. An exacting chemical analysis insures the uniform composition of these soaps.

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Buy your private label soaps of every description from a thoroughly reliable house. Any of these products will serve you satisfactorily.

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Supplied to Jobbers or for Sale under your own brand

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INTERNAL PRESSURE FILTERS

Manufacturers have found these machines especially adapted to filtering liquid soap. Filter direct into containers through self-closing nozzle, eliminating separate filling process. Cleaned for use with different liquid in two minutes. Capacity up to 300 gallons per hour. Other types and models for every filtering process. OVER 20,000 SOLD

Write for complete catalog of Liquid Handling Equipment.
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We also manufacture a complete line of

Portable Electric Mixers

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Benz
Citron
Citron
Coumar
Diphil
Gerani
Heliot
Hydro
Indol
Ionon
Linalo
Menth
Methyl
Ant
Par
Salic

Aromatic Chemicals**ISOLATES**

Anethol	lb.	1.10	1.40
Citral	lb.	2.75	3.00
Citronellal		2.50	3.00
Eucalyptol, U. S. P.	lb.	.90	.95
Eugenol, U. S. P.		2.75	3.00
Geraniol, Domestic Imported	lb.	2.25	3.50
Iso-Eugenol	lb.	2.50	3.75
Linolool	lb.	3.75	3.90
Rhodinol	lb.	4.00	5.00
Safrol	lb.	10.00	15.00
Thymol, U. S. P.	lb.	.29	.31
		2.90	3.00

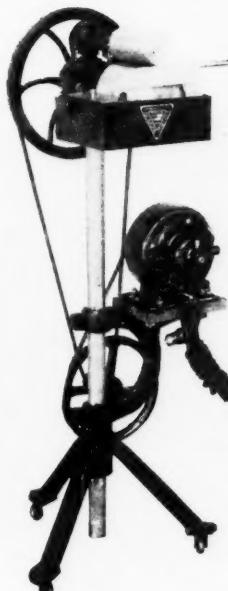
SYNTHETICS

Acetophenone, C. P.	lb.	3.00	3.75
Benzaldehyde, tech.	lb.	.70	.75
Benzyl Acetate	lb.	1.35	1.50
Alcohol	lb.	1.25	1.50
Benzoate	lb.	1.10	1.25
Citronellol	lb.	4.50	6.00
Citronellyl Acetate	lb.	13.00	14.00
Comarin	lb.	3.69	3.75
Diphenyl oxide	lb.	.90	1.00
Geranyl Acetate	lb.	4.50	5.00
Heliotropin, dom.	lb.	1.75	2.00
Hydroxycitronellal	lb.	10.00	11.00
Indol, CP	oz.	6.00	6.50
Ionone	lb.	6.00	9.00
Linalyl Acetate	lb.	3.50	7.50
Menthol	lb.	3.75	4.00
Methyl Acetophenone	lb.	3.75	4.25
Anthranilate	lb.	2.50	3.25
Paracresol	lb.	8.00	9.00
Salicylate, U. S. P.	lb.	.47	.50

Mirbane, rect.	lb.	.11	.15
Musk Ambrette	lb.	6.50	7.00
Ketone	lb.	7.00	10.00
Xylene	lb.	2.50	2.75
Phenylacetaldehyde	lb.	5.00	8.00
Phenylacetic Acid, 1 lb. bot.	lb.	3.00	3.25
Phenylethyl Alcohol, 1 lb. bot.	lb.	5.00	6.50
Terpinyl Acetate, 25 lb. cans	lb.	1.10	1.40
Terpeneol, CP, 1,000 lb. drs.	lb.	.35	.38
Cans	lb.	.37	.40
Vanillin, U. S. P.	lb.	7.50	8.00
Yara Yara	lb.	1.50	2.50

Miscellaneous

Insect Powder, bbls.	lb.	.23	.27
Concentrated Extract	gal.	2.00	2.10
Gums—			
Arabic, Amb. Sts.	lb.	.10 $\frac{1}{2}$.12
White, powdered	lb.	.19	.20
Karaya	lb.	.10	.15
Tragacanth, Aleppo, No. 1	lb.	1.55	1.65
Sorts	lb.	.50	.60
Turkish, No. 1	lb.	1.20	1.30
Waxes—			
Bayberry, bgs.	lb.	.24	.25
Bees, white	lb.	.55	.58
African, bgs.	lb.	.37	.39
Refined, yel.	lb.	.42	.44
Candelilla, bgs.	lb.	.30	.32
Carnauba, No. 1	lb.	.58	.60
No. 2, Yel.	lb.	.50	.52
No. 3, Chalky	lb.	.30	.35
Japan, cases	lb.	.19	.20
Pearl, ref. 125-130	lb.	.04 $\frac{1}{2}$.05 $\frac{1}{2}$
Pine Oil, stim. dist.	gal.	.72	.75
Tar Oil, bbls. dist.	gal.	.50	.55
Commercial grade.	gal.	.32	.40



*AND NOW—an inexpensive
PORTABLE*

Carton Gluer and Folder

SPEED...25 to 30 Carton Ends per Min. can be Glued & Folded

RANGE.....Will Accommodate any size Carton

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POWER.....Fur. with Motor & Cord for Light Socket Attach.

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*Manufacturers of Triangle Carton
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COAL TAR DISINFECTANTS

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ALL PRODUCTS TESTED AND GUARANTEED
PROMPT SERVICE ASSURED TO ALL ORDERS



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Say you saw it in SOAP!



INSECTICIDE AND DISINFECTANT SECTION

Official Publication of *The Insecticide and Disinfectant Manufacturers Association*.
Harry W. Cole, Holbrook, Mass., Secretary.

The Cresylic Acid Tariff

BY ORDER of the President under the Fordney Tariff Law, the duty on cresylic acid and cresols has been cut fifty per cent. The new duty amounts to twenty per cent. ad valorem and 3½c per pound and refined acids as against forty per cent. and 7c per pound previously. The reduction was made upon the recommendation of the Tariff Commission and is the first time in which the tariff on any commodity has been reduced by executive order under the flexibility provisions of the Fordney Law. The reduction was quite a surprise in some quarters and came at a time when consumer agitation in Washington for a cut, was practically absent. It was apparently the result of an independent investigation by the Tariff Commission.

Before cresylic consumers begin cheering, it might be well to find out exactly what the reduction will mean to them. In fact, it will probably mean very little. Under the full tariff rate, the duty on cresylic acid with a home market of 60c per gallon, figured out about 80c per gallon. In short, the duty was 133 per cent. of the domestic market. Under the reduced tariff, the duty will be about 40c per gallon, or 66 per cent. The old rate excluded foreign refined acid, and it is difficult to see how the new rate can do anything else.

Since the Fordney Tariff became effective most of the cresylic acid has been imported crude, that is in the non-dutiable distillation ranges, and redistilled in the United States. In all likelihood, the same procedure will continue to be followed. No change in the market price can be made logically on the reduced tariff rate, because it will have no effect. It is much like cutting down a fifty foot high wall to twenty-five feet and then telling the consumers, "There, see what we have done for you." But, who can jump even a twenty-five foot wall?

The tariff cut is quite obviously one of two things, either an indication of good in-

tentions and an admission that the present tariff rate is faulty, or else it is a plain out and out political gesture made for its effect on those without the chemical and allied industries who do not really know how meaningless the fifty per cent. reduction actually is. There is only one thing which can bring the cresylic acid tariff rate down where it belongs, and that is a change in the law itself. This, quite obviously, is not likely to happen for some time to come.

Dust, Disease, and Sales

THROUGHOUT New York City, the Health Department has instituted a campaign against dry sweeping by placing posters recommending the wetting down of all surfaces prior to sweeping. The posters describe how dry sweeping throws into the air along with the dust a myriad of germs which may be breathed in and cause illness. The types of diseases which are commonly spread in this manner are enumerated.

For manufacturers of disinfectants and sweeping compounds, this is exceptionally good propaganda. The Health Department of one of our largest cities recognizes the dangers of throwing into the air which we breathe, germ-laden particles of dust. However, they merely recommend wetting down the dust to keep it from flying about. Nothing is said about using a sweeping compound for example in household sweeping and a solution of a disinfectant for outdoors and public places to kill the germ life.

How many instances of dry sweeping are noted every day? In public places, railroad and subway stations, sidewalks, cellars and similar places where dried germ-laden sputum is again placed in circulation. Sunlight will kill the germs, state the health authorities, but what of the innumerable public places where sunlight never reaches?

In this campaign of the New York City Health Commissioner, there is a chance for

manufacturers of disinfectants, and sweeping preparations, to tie in with their own sales efforts. This health channel is the one through which co-operation with public officials in the increased sale of disinfectants, is going to be accomplished. Why not call on your local health commissioner and offer to work with him, for example, in eliminating dry sweeping, revamp your local advertising accordingly, arrange a few prominent local window displays, and see what happens.

Tar Products Joins American Tar

Tar Products Corp., Providence, R. I., has become affiliated with the American Tar Products Co., Pittsburgh, Pa. The plant at East Providence, R. I. will be operated as heretofore by the same personnel with James H. Readio, Jr., at its head. Sales operations will continue in charge of M. D. Gill. The Tar Products Corp. will be operated as the New England Division of the American Tar Products Co. New officers of the Tar Products Corp. are as follows: president, J. N. Forker; vice-presidents, M. D. Gill and James H. Readio, Jr.; secretary, D. M. Gilmore; treasurer, W. G. Hunt. Both companies are large manufacturers of tar acid oils, creosote oils, tars, pitches, and disinfectants.

These are vacation days. J. L. Brenn, president of the Huntington Laboratories, Huntington, Ind., spent the month of July at his summer home at Lake Wauwasee, Ind. C. P. McCormick of McCormick & Co., Baltimore, spent the end of July and early August at Ocean City, Md., with his family. Harry Cole of Baird & McGuire, Holbrook, Mass., and secretary of the Association, spent the first two weeks of August in Maine.

William Cooper & Nephews, Chicago coal tar products producers, have opened a new distributing plant in Indianapolis. Underground storage tanks, with a capacity of 40,000 gallons, have been installed. H. T. Van Ness is manager of the new branch.

Arnolene Disinfecting Co., Newark, N. J., recently installed new equipment for manufacturing deodorizing blocks, including a new Houchin-Aiken press. The firm specializes in manufacturing bulk deodorants, disinfectants and related products for sale to the trade.

Cresylic Duty Still Prohibitive

To explain that the recent reduction in the tariff on cresylic acid can have no effect on the market and the duty is still too high, William E. Jordan & Bro., Brooklyn, N. Y., on July 28 sent out the following communication: "To correct a wrong impression in the trade as to the effect of the reduction of 50% in the tariff on cresylic acid we beg to offer the following explanation:—

"Cresylic acid, commercial grades, known as 95/97 or 97/99% are not affected by the tariff for the reason that it is now being imported free of duty under the boiling range of less than 5% distilling below 190°C. and less than 75% distilling below 215°C. These grades are used extensively in the manufacture of disinfectant also in the mining industry. Special grades of cresylic acid or cresol of the lower boiling range, that is, more than 5% distilling below 190°C. and more than 75% distilling below 215°C. and including the phenol, ortho, meta and para cresols and the better known cresol U. S. P. are within the dutiable range and are thus affected by the change in the tariff but not sufficient to be of any benefit to the buyers. For example, if these special grades such as cresol U. S. P. are selling for 15c per pound in the U. S. the duty would be charged on the basis of the American selling price of 15c per pound at 3½c per pound specific plus 20% ad valorem equals duty 6½c per pound or at 8½ pounds to gallon equals 55c per gallon, add this to the import price and you will find the duty is still prohibitive."

The proposed fifty per cent increase on the silicofluoride duty was under discussion before the tariff commission, at Washington, late last month. J. F. Wischusen, American Fluoride Corp., New York, manufacturers of fluorides, argued against the levy, pointing out that it would only aid domestic silicofluoride producers temporarily, unless fluoride duties were increased proportionately at the same time, as it would result in heavy importations of the latter. He said his company would not oppose the increase on the raw material providing a similar advance was made on the finished product.

Merck & Co. are now introducing two new disinfectants, particularly adapted for use around poultry, Iodine Vermicide and Iodine Suspenoid. They are being advertised in poultry trade journals.

Do Mouth Sprayers Hurt Insecticide Sales?

With the Novelty of Their Use Past, a Leading Manufacturer Considers Ways and Means to Eliminate Them

By F. W. Foreman
of the Toledo Rex Spray Co.

(Before the 14th Mid-Summer Meeting, Insecticide & Disinfectant Manufacturers Assn.)

 UR organization was to a very large degree responsible for what has become an almost universal practice, with manufacturers of liquid household insecticides, that of supplying mouth sprayers gratis with their merchandise. Liquid household insecticides, as you know, have come into popular use but in very recent years. To popularize the use of Liquid household insecticides, custom had to be changed, and we all know that it is not an easy matter to change a person's habits or the customs of people. The mouth sprayer, just a few years ago, was a distinct novelty. The application of a liquid with a mouth sprayer was novel.

I distinctly recall in talking with one of our salesmen a few months after we began marketing Fly-Tox, I asked what particular thing, paramount above all others, seemed to create attention and hold the interest of the dealer called upon. The salesman after some thought, replied that unquestionably it was the novelty of the mouth sprayer.

A number more of our salesmen were asked the same question, not in group meeting, but singly, and almost invariably their replies were the same — that it was the novelty of the mouth sprayers that evoked and held the dealer's interest and was to a large extent the means of getting the dealer's signature on the dotted line. This interest, from observations we have made, did not stop with the dealer. The attention and interest of patrons of the dealer was attracted and created by the mouth sprayer to a considerable degree.

Aroused Curiosity at First

IT WAS nothing out of the ordinary for the dealer's customers to see liquids of various kinds and for various purposes displayed on his shelves or in his showcases or windows. There was nothing unusual about the packing of liquid household insecticides — they were packed in bottles and cans just the same as other liquids that the dealers had been handling and displaying. In fact, there wasn't anything

particularly outstanding about the packing or the fact that it was a liquid that would tend to attract especially the customer's attention to the liquid household insecticide as against other liquid products the dealer was handling and displaying.

The mouth sprayer, though, was as previously stated distinctly a novelty. The customer upon noticing the mouth sprayer would make inquiry of the dealer, something like this — "What is that tin thing in your window?" The dealer would show the customer how the "tin thing" operated and in such instances it was but a step for the dealer to get the patron's interest in the product he had stocked and for sale — viz., a liquid household insecticide.

It is a well established fact that an article that is novel, although not entirely practical, will usually impel more attention and create interest quicker than a "dyed in the wool" article, and I am convinced that the novelty of the mouth sprayer did create considerable interest in liquid household insecticides and that considerable mouth to mouth advertising was created through the medium of the mouth sprayer.

Nevertheless, our company feels that the cost of the mouth sprayers supplied by the industry in the early period of the popularization of liquid household insecticides as an equal created as much interest in and demand for liquid household insecticides as an equal amount expended in other forms of advertising would have created.

Another thing that we must bear in mind is the fact, that before liquid household insecticides came into general use, the housewife was accustomed, generally speaking, to spend not in excess of twenty-five cents in one purchase for a household insecticide, in fact, in many cases the expenditure for a product of this nature was confined to a 10 or 15c. The housewife had been accustomed to using household insecticides in powder form, so custom had to be changed not only as to the expenditure per purchase, but as to form of product purchased and used as well. The physical appearance of the liquid

Use Yarmor Pine Oil

Disinfectant manufacturers are using more pine oil than ever before. The wisdom of this has been verified by the Fungicide Board of the U. S. Department of Agriculture, who have found that pine oil has high effectiveness against most germ life and a large field of usefulness in disinfectants.

Hercules Yarmor Steam-Distilled Pine Oil is in every particular a quality product. It is made under definite chemical control and conforms accurately to specifications.

Let us send you a test sample to determine and prove its worth.

HERCULES POWDER COMPANY (INCORPORATED)

961 Market Street, Wilmington, Delaware

Largest producers of pine oil and wood rosin in the world



HERCULES POWDER COMPANY

*961 Market Street
Wilmington, Delaware*

Please send me a test sample of Hercules Yarmor Pine Oil.

Name _____

Company _____

Street _____

City _____ *State* _____

Say you saw it in SOAP!

was obviously radically different than the powdered insecticides that were quite universally in vogue.

Helped To Cut Initial Cost

WHEN purchasing a liquid household insecticide, the housewife had to either purchase or otherwise obtain a means for applying or atomizing it. To have been obliged to expend fifty cents or thereabouts for a hand sprayer as a means of application, in addition to her greater expenditure for the liquid insecticide, would have substantially increased her total cost over what she had been accustomed to paying. It is fair to assume that sales of liquid household insecticides as an equal questionably not otherwise have been consummated were made through the means of the mouth sprayer being supplied gratis.

I am firmly of the opinion that the mouth sprayers played a very important role in the popularization of household liquid insecticides. Firstly, - Because of the novelty of the mouth sprayer; secondly, - because of the novelty of applying liquid insecticides with a mouth sprayer; thirdly, - because the housewife was not obliged against her will to purchase a means of application.

I have up to now dealt with the past, particularly with reference to the effect of the supplying of mouth sprayers during the early period of marketing and popularization of liquid household insecticides. Let us now consider the present and future of this proposition.

Inadequate To Do Work

I WILL venture the assertion that the mouth sprayer as far as practicability is concerned is quite comparable with a golfer endeavoring to make a 250-yard drive with his putter. It is almost a definite certainty that the golfer will not succeed in his endeavors. Likewise, it is practically impossible to do the job of properly and efficiently applying a liquid household insecticide with a mouth sprayer. The driver is the proper instrument to use in the one case, and the hand or some mechanical sprayer or atomizer in the other. The novelty of the mouth sprayer has waned very appreciably. To such an extent, in fact, that we should henceforth consider it almost entirely from a practical or utility viewpoint.

Other members of this Association connected with the household insecticide industry, have undoubtedly had similar reports which tend to prove the mouth sprayer impractical, as have we. Nevertheless, I will quote some of these adverse reports: "It makes me dizzy to blow one of those contraptions." — "After giving

the mouth sprayer a few healthy puffs, I am completely exhausted." — "My wife almost fainted blowing one of those things." — "I consider the use of the mouth sprayer very unsatisfactory." — "I had to crawl up on a step-ladder to get the spray mist in contact with the spiders on our ceiling." — "The taste of the back flow from the mouth sprayer is anything but appetizing."

These are but a few of the adverse reactions that have come to our notice.

Not a Practical Sprayer

THESE quoted, tho, will suffice to show quite conclusively that the mouth sprayer is not a good means of application — that the mouth sprayer is not a practical instrument. When a mouth sprayer is employed as a means of application, the job of spraying is only in rare cases done as thoroughly as it should be. Condemnation? In this connection I am reminded, condemned in many such cases as being inefficient, when as a matter of fact, the insecticide used in all probability does not earn this of two orchardists who have been using Rex agricultural spray exclusively on their orchards

What happens then? Isn't the insecticide each season, for the past three years. One of these men has 50-acres in orchard, the other 82-acres. Their farms adjoin and the trees in each orchard compare favorably as to age, size and kind. The man with 50-acres has regularly bought and used just about twice the quantity of spray materials bought and used by the man with the 82-acre orchard. Each season the yield of fruit and revenue from the sale of the fruit from the 50-acre orchard has been greater than the 82-acre orchard.

The man with the 82-acre orchard certainly cannot conscientiously shoulder the responsibility for his lack of results in the control of insects and fungi and his poor yield onto ineffectiveness of the spray materials used. His next door neighbor conclusively demonstrated the effectiveness of the materials used. Nevertheless, we fully suspect that the orchardist with the 82-acres will be using some other brand of spray material in another year or two, even in spite of the fact that he has been repeatedly informed that he cannot expect to obtain the best possible results unless he does a thorough job of spraying, instead of less than half a job of it as has been his custom.

Cause Condemnation of Product

FAULTY or inadequate application obtains but mediocre results. Does the average individual blame faulty application for lack of results? I should say not. Instead the product



**Safeguard
the Repeat Sale
of Your Fly Spray
with~**

Lowell Sprayers

When Lowell sprayers are sold with your insecticide you have absolute assurance that EVERY user will receive the benefit of its maximum effectiveness and find it clean and pleasant to apply. No leaky, inefficient, or siphoning sprayers "get by" to discourage the continued use of your product. For each and every Lowell sprayer is double tested for workmanship and efficiency—

Guaranteed Perfect Every sprayer leaving our factory whether made as part of our own line or for one of our many insecticide customers is guaranteed perfect—non-siphoning.

Less than One "Comeback" in 15,000 Less than one Lowell Sprayer in every 15,000 is ever found less than 100% perfect and that is usually the result of being damaged in transit.

Sold At Rockbottom Prices Highly specialized automatic machinery has cut our cost far below the average. Huge volume production permits a very small margin of profit per sprayer.

Deliveries Made Exactly as Stipulated

Our production is always carefully scheduled so we can make deliveries exactly when stipulated.

Well Known Lowell Sprayers have been advertised to your trade for more than two years and are well known as the finest in sprayers.

It will pay you to investigate our proposition before ordering next year's requirements.

If you have adopted a certain type sprayer and do not wish to change, get our prices on making them in the thorough **LOWELL** way at **LOWELL** prices.

LOWELL SPECIALTY CO.

LOWELL, **MICH.**



comes in for unearned condemnation. So it is with household insecticides.

If the application of liquid household insecticides were confined to hand or mechanical sprayers, it is a foregone conclusion that those complaints as to inefficiency or ineffectiveness of the insecticide used, but actually arising as the result of faulty or inadequate application, would be to a very large extent eliminated.

It is also a definite certainty that a person using a hand sprayer as a means of application will invariably, per each spraying, use a greater quantity of insecticide than when making application with a mouth sprayer. This will result in a greater consumption of household liquid insecticides in addition to getting better results. The better results obtained would react favorably for the manufacturer of liquid household insecticides. This is well worth study and consideration.

Greater Consumption of Insecticide

LET us assume, though that one tenth of the people who use liquid household insecticides are using the mouth sprayer as a means of application. Let us further assume that this one tenth are consuming per application one-half the quantity of liquid household insecticides that would be consumed by them if they instead used a hand sprayer as the means of application. That would mean double the consumption by these people and double the sale of liquid household insecticides to these people.

I am inclined to believe that this supposition is conservative, but even on that basis of calculation, it is very evident that if and when mouth sprayers as a means of application, are entirely eliminated, that the consumption of liquid household insecticides will automatically increase quite appreciably. Right here, I might mention, that our company has had in mind the ultimate discontinuance of supplying mouth sprayers—not abruptly, but gradually.

For instance, about two years ago, we discontinued for a period of about two months, packing mouth sprayers in the cases of pints of our product—up until that time we had regularly supplied twenty-four mouth sprayers with each case of half-pints and each case of pints. Soon after the cases of pints without mouth sprayers got into the hands of our trade, we began to receive letters, telegrams and 'phone calls, demanding mouth sprayers for the pints. These urgent requests came to us in such volume that we finally concluded that the time was not as yet opportune to discontinue packing and supplying mouth sprayers with

each case of pints as well as each case of half-pints.

Cut Down Mouth Sprayers

WE THEN decided to approach the proposition from a somewhat different angle. We reinstated the practice of supplying mouth sprayers with the pints, but cut the number packed to a case from twenty-four down to eighteen. A similar reduction was made in the number of mouth sprayers supplied with each case of half-pints. In but very few instances, did we receive requests for mouth sprayers additional to those supplied with and packed in the cases. With this as a starter, we, the first of this year, made a further reduction in the number of mouth sprayers supplied with each case of half-pints and pints of our product, this time reducing the number to twelve.

We feel that some people are unquestionably depending on the mouth sprayer as a means of application — these people apparently being averse to spending any money for a means of application. It will take a little time to educate these people to the fact that application with a hand sprayer will insure better results than when application is made with a mouth sprayer, and this educational work is being done, I note, in advertising by a number of the manufacturers, including the company which I represent.

The mouth sprayer has practically outlived its usefulness as a means of attracting attention to and introducing household liquid insecticides, and the only mission which it can now perform, that of causing people who will not spend any money for a means of application, to continue to buy and use liquid household insecticides and many of the homes falling in this group, will quite probably be more easily induced to purchase and use a household liquid insecticide if on their first purchase they are not obliged to also purchase a means of application.

It is, I feel, problematical as to how soon the industry can gracefully discontinue the practice of supplying any mouth sprayers whatsoever. However, I feel most confident that in time this practice can and should be entirely eliminated.

• • •

Rat poison cannot be imported into Martinique, French West Indies, in the future. While rats are a very decided menace there, the poisons leave them in inaccessible places. Livestock is allowed more or less free range and the poisons have destroyed considerable of it.

PARADI

Trade Mark Reg. U. S. Pat. Off. 161837

Paradichlorbenzene

Specially prepared for
Moth Preventatives
 and
Deodorizing Blocks

For Immediate Shipment in
 200, 100 or 50 Pound Barrels

Write Us For Prices

HOOKER ELECTRO CHEMICAL CO.

Sales Offices

25 PINE STREET
 New York City



Member

Works

NIAGARA FALLS
 New York

Trade Mark

FREMD-TEX

(CONCENTRATE)

The New Liquid Household Contact Insecticide
 Contains no Pyrethrum

Non-Poisonous - - Non-Inflammable

Fremd-tex is the formula of Charles Fremd and is fully covered by patents. It is strictly non-toxic. Insecticides made with Fremd-tex Concentrate cost less than ordinary pyrethrum sprays and are more effective. Simply add solvent and perfume to suit.

EASY TO HANDLE COSTS LESS ABSOLUTE RESULTS

Send for a sample of the concentrate to dilute, and test its killing power yourself.

CHARLES FREMD LABORATORIES

ROSEBANK

STATEN ISLAND, N. Y.

The makers of Sulco-VB, the dormant, or semi-dormant insecticide and fungicide spray for fruit and ornamental trees and shrubs

Say you saw it in SOAP!

Display of Soaps on Ship

An interesting display of soap, soap dispensers, deodorants, shampoos and similar products was recently included as part of The Pacific Trade Exhibit that was taken aboard the



steamship *Roxy* at San Francisco for shipment to the Antipodes under the management of MacDonald & Company, foreign traders of San Francisco. A large variety of American

products will be displayed aboard the ship and arrangements are being made by the agents for the steamer to invite aboard the vessel leading merchants in each of the ports of Sydney, Newcastle, Hobart, Melbourne and Adelaide to acquaint them with this large line of American manufactured goods and to point out to them the advantages of making purchases through the Pacific Coast. The accompanying display of soap products, dispensers, and other sanitary specialities is being made by a San Francisco manufacturer.

A complete extract of the New York City Fire Law as relating to the shipping and packaging of disinfectants, insecticides, etc. and an explanation of the Law and the manner in which it affects the business of outside firms selling in New York, was sent out by Harry Cole, Secretary of the Insecticide & Disinfectant Manufacturers Association late in July.

T. Slocum Miller Co., manufacturers of liquid soaps, disinfectants, household insecticides and related products, have moved from Burlington, N. J., to Palmyra, N. J.

BROWNS No. 26 CONTINUOUS

A Whirlwind of Fine Misty Spray Continuously Maintained with Slight Effort

SIMPLE
STRONG
EFFICIENT
POPULAR
EVERYWHERE



COMPLETELY
DEMOUNTABLE
WITHOUT THE
USE OF TOOLS

*Will double the killing power of your liquid and
reduce the labor of spraying by more than half*

**PUT YOUR PRODUCT AHEAD OF COMPETITION
WITH THIS CONTINUOUS ATOMIZER**

The
E. C.
Brown Co.,
Rochester,
New York.

Pin the coupon to your letter head and mail it in. We guarantee that it will bring you a sample of the best insecticide sprayer you have ever tried.

Mail me post
paid a free sample
of your No. 26 Con-
tinuous Atomizer.

THE E. C. BROWN COMPANY, Rochester, N. Y.

LIQUID SOAPS

and dispensing equipment
for the trade.



ZEF-IR Blocks and Crystals

Scrubbing Compounds
Liquid Waxes

Liquid Insecticides
Dry Insecticides

HERE are products which **sell better** because they are **better**. Absolute uniformity, high quality—at prices which are right in line. These are products you can sell because of unusual merit, and on which you can build repeat orders.

Let us send you samples and quote prices.



HUNTINGTON LABORATORIES, INC.

Huntington, Indiana

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Trade Mark

HEX

Reg. U. S. Pat. Off.



TAR ACID OIL

Chilled - Filtered and Pressed - No Sediment

Makes up a milk white emulsion with a good odor.

No waste—cheapest in the long run



TAR PRODUCTS CORPORATION

(NEW ENGLAND DIVISION, AMERICAN TAR PRODUCTS CO., PITTSBURGH, PA.)

REFINERS AND MANUFACTURERS

PROVIDENCE, RHODE ISLAND

Office—99 Empire St.

Works—East Providence

Say you saw it in SOAP!

Growers Turn Away From Pyrethrum

Dalmatian pyrethrum growers are turning away from this crop, owing to discouraging conditions of the past two years, according to Vice Consul H. A. Bowman, Trieste, Italy, who stated in a recent report to the Chemical Division: "Investigations made among Trieste exporters reveal that at the present time the Dalmatian insect flower industry is being seriously affected by Japanese competition. In 1925, when the price of closed flowers was 31c to 36c per pound, the Dalmatian producer's profit was said to be not more than 3 or 4 per cent; now that the price has fallen to about 18c or 20c, all profit is stated to have disappeared. In 1922, the pyrethrum flower exports to the United States amounted to 1,522,424 pounds were worth \$417,770; in 1926, while shipments were increased to 1,626,385 pounds, their value had, nevertheless, decreased to \$172,771.

Exports to the United States from 597,674 pounds in 1924 almost tripled to 1,626,365 pounds in 1926, but their total value fell from \$219,000 to \$172,771 last year. During the first quarter of 1927, exports to the States amounted to 276,017 pounds valued at \$34,023. It is estimated that the 1926 crop amounted to from 1,400 to 1,500 tons, of which from

200 to 300 tons still remain unsold. Market conditions being so discouraging, producers are turning their attention more and more to the cultivation of alfalfa and tobacco, so that Trieste exporters are led to estimate that this year's crop will probably be at least 40 per cent less than that for 1926. Pyrethrum flower and stem exports from Trieste to the United States during the period 1922-26 are taken from this Consulate's records.

Year	Pounds	Value
1922	1,522,424	\$417,770
1923	812,352	313,696
1924	596,674	219,000
1925	1,334,431	232,342
1926	1,626,365	172,771

Metal polish exports reached 183,335 pounds, valued at \$29,216, in May. Shoe polish exports totaled 324,785 pounds, in the same month, the goods having had a value of \$97,863. Exports of other blackings and polishes totaled 269,385 pounds, in May, with a value of \$51,124. Canada was the large buyer of miscellaneous blackings and polishes exports to that country reaching 87,000 pounds. Japan took the most metal polish 31,712 pounds and Cuba was the largest buyer of shoe polish, 45,110 pounds.

Buy These Bulk Arnolene Products

DEODORIZING BLOCKS

Urinal Cakes, Standard size
 $2\frac{1}{8}$ " dia., 11/16" depth

Made only from pure Paradichlorbenzene. May be had in any of the following perfumes and colors: Rose-Pink, Orange-Amber, Oriental-Amber, Cedar Leaf-Green, New Mown Hay-Amber, Lilac-Purple, Violet-Purple, etc.

Our large productions of these standard size cakes makes it possible for us to offer them in bulk at very attractive prices. They are machine made, and are therefore uniform, smooth and solid.

Loose Perfumed Pure

PARADICHLORBENZENE

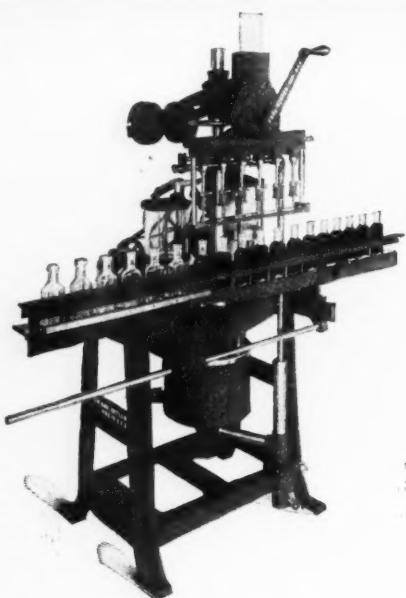
For shaker cans, colored and perfumed the same as Urinal Cakes. There is a great demand, among the Trade, for these loose Crystals, already colored and perfumed. We are in a position to offer this Product in bulk, at very attractive prices.

We can also supply $\frac{1}{2}$ and 1 lb. shaker cans for the above Product.

Write for Samples and Prices

ARNOLENE DISINFECTING COMPANY

171 SOMERSET ST., NEWARK, N. J.



See our exhibit at the Chemical Exposition, Grand Central Palace, New York, Sept. 26 to Oct. 1, Space No. 24.

The "Cinati" Filler

Fills light and heavy liquids of all kinds into practically any style or shape of bottle

A SIMPLE vacuum filling machine that does perfect work.

An unskilled, inexperienced girl can be taught in ten minutes to operate this machine successfully.

She can operate it all day without tiring. Changes from one size bottle to another can be made in three minutes or less.

Changes from one product to another and cleaning of the machine done in five minutes or less.

It bottles your product without drip or spill, mess or waste.

A compact, complete unit—well made, durable, handsome.

No wooden frames or metal trays for holding panel bottles.

Not a cheap angle iron and wood combination with a lot of rubber hose.

Perfect centering of bottles—no jamming or breaking of stems and bottles.

Automatic overflow return system. No glass jars to wash and empty.

Ask for descriptive pamphlet.

The Karl Kiefer Machine Co.
Cincinnati, O.

The only guaranteed Pine Oil Disinfectant

with a constant coefficient of 4.5 by the Hygienic Laboratory Method and an unusually fine pine odor. Treated by patented process to prevent loss of strength. Retains original coefficient of 4.5 permanently.

Send for sample and prices of

Trade Mark
 { **PINE-O-DER** }
 Reg. U. S. Pat. Office

Sold in 55 gal. drums, 10 and 5 gal. cans to the trade.

PINE-O-DER PRODUCTS, INC.

Office—2123 Church Av., Brooklyn, N. Y.

Plant—Glendale, L. I.

Phone—Buckminster 7085

Say you saw it in SOAP!

Glycerin Demand Dull

(From Page 31)

that the last named is several cents per pound higher than Glycerin, the latter is quite certain to be looked upon more favorably, although we are told that Glycol possesses some advantages, which make it desirable raw material, for certain purposes, even at a higher price than Glycerin. We should say that the effect of Glycol has been expended, for the present year, at least, and the Molasses Alcohol, is still in a more or less experimental stage. Today domestic Dynamite can be had at 21c per lb., which we consider a favorable price and we will not be surprised if some advance occurs between now and the late Fall; from then on, we look for some decline. Foreign quotations for Dynamite are, and have been, approximately 3/8c per lb. below ours, for some time, and the result is apparent, in the import figures, as given below, for the five months ending May 31st:—

	1926	1927
Refined	2,509,694 lbs.	3,395,549 lbs.
Crude	11,661,697 "	5,992,540 "
	14,717,391 "	9,388,089 "

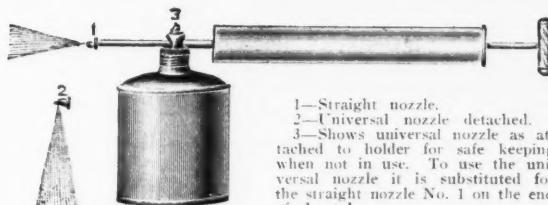
I & D Exports Again Increase

For the second consecutive month exports of household insecticides, disinfectants, deodorants and similar products showed an increase in tonnage, the May figure being 1,786,682 pounds, more than 300,000 pounds above April. In dollars, however, a decrease was registered, the value of the May exports having been \$396,626, as compared with \$437,094 in the previous month. Germany was again our largest customer, taking 316,277 pounds, valued at \$133,106. France jumped her requirements sharply to 302,175 pounds, valued at \$69,117. Other important buyers of American disinfectants and related products were Sweden, Cuba, Canada, Mexico and Spain, exports to those countries having reached 162,244; 143,572; 136,040; 119,842 and 112,961 pounds respectively.

• • •

P. R. Dreyer, New York essential oil and aromatic chemical specialist, returned to his headquarters early this month following a two months' trip through the Middle Western and Pacific Coast States. While at the Coast, Mr. Dreyer made his headquarters with Walter Weinstock, San Francisco, his agent in that territory.

Sell a sprayer that will



1—Straight nozzle.
2—Universal nozzle detached.
3—Shows universal nozzle as attached to holder for safe keeping when not in use. To use the universal nozzle it is substituted for the straight nozzle No. 1 on the end of the tube.

SPRAY

**One that will put your product
in every crack and crevice!**

After you have spent thousands of dollars in time and money to perfect an insecticide spray, or any other spraying deodorant or disinfectant, why ruin the reputation of your product by selling the user an inefficient sprayer. The ROBERTSON COMPRESSED AIR SPRAYER is continuous in operation—the first of its kind ever built—and will

absolutely insure your spray the best opportunity of proving its worth. Every one of these sprayers is tested before it leaves our factory. We guarantee that it is built from the highest quality material and that it will operate perfectly to your satisfaction. Send for literature and prices—specify quantities needed.

JAECKH MANUFACTURING CO.

422 EAST EIGHTH ST.

CINCINNATI, OHIO

CRESYLIC ACID

97-99% Pale or Dark



TAR ACID OIL 25%

Washed frozen free of naphthalene

Guaranteed to make milk white solution—not pink.

Neutral Creosote Oil

Powdered White Arsenic

Saponified Cresol

Liq. Cresolis Compositus, U.S.P.

Cooper's Commercial Disinfectant

WILLIAM COOPER & NEPHEWS

INCORPORATED

152 W. Huron Street

Chicago, Ill.



Dependable Soap Dispensing Equipment

**Positive in Action—
Will Not Leak—
Does Not Clog—
Fully Guaranteed**

Why jeopardize your liquid soap business with inferior dispensing equipment, when Palmer Guaranteed dispensers and valves are available at no increase in cost?

Write for Literature and Samples

Palmer's
MANUFACTURERS
PRODUCTS

Floor Brushes
Mops and
Mop Sticks
Aromazon Air
Conditioner
Soaps
Insecticides
Disinfectants
Vacuum Eraser
Cleaners

We also manufacture Palmer Soap Valves and Tank Equipment, and can supply valves and tank separately, or furnish complete systems ready for installation.

SPECIALISTS
in Janitor, Sanitary and
School Supplies

PALMER Co.
Not Inc.

Manufacturers for the Jobber
Milwaukee, U.S.A.

New York Office - 501 Fifth Ave.

Say you saw it in SOAP!

Export Fields for Disinfectants

While England enjoys most of Ceylon's insecticide and disinfectant trade, particularly as far as agricultural insecticides are concerned, a few American firms have broken through, with household products, in the past year. There is a good field for the sale of these materials in Ceylon, says a report from the Consul at Colombo, since none are made locally. A list of commission agents, and firms furnishing supplies to the tea, rubber and coconut estates, is available on application to the Commercial Intelligence Division, Department of Commerce, Washington.

Costa Rica is reported as a good market for American disinfectants and insecticides, particularly the latter, as insect pests are prevalent. Drug stores handle the sale to consumers, but importing is usually done through dealers in general merchandise, a list of whom may be obtained from the Department. The report states that only a few of these dealers confine themselves to a few high grade lines, the majority handling numerous brands and giving special attention only to those which pay well. A list of druggists is also available.

Ship disinfecting companies, at Cardiff, Wales, are having considerable difficulty in

destroying eggs and larvae, according to a report from Consul Ralph C. Busser, stationed in that city. They have been forced to use a blow torch to successfully do away with the eggs, with constant danger to the ship's hold and its contents. A preparation, that could eliminate the necessity of using a blow torch, would find a ready sale for use in disinfecting ships, says the Consul.

"The Industrial Chemistry of Fats and Waxes" is the title of a new book, written by Professor T. P. Hilditch, University of Liverpool, which will be published in the near future by Balliere, Tindall & Cox, 8 Henrietta St., Covent Garden, England.

Merck & Co. have moved their New York offices to 145 Front St., having leased the building from Powers-Weightman-Rosengarten, the former tenants. The two companies were recently consolidated.

Practically every theatre in Atlanta is using the perfume blocks of the Puritan Chemical Co. of Atlanta, according to a recent issue of "Pilgrims Progress," the monthly house organ of the company.

It's easier to get re-orders — with Clifton Products !



SOLUBLE PINE TREE

pale amber, gives a
snow white emulsion

COAL TAR DISINFECTANT

Coefficients 2/3 - 5/6 - 14/16

PINO CLEANSER

A liquid, vegetable oil cleanser
used for scrubbing and cleaning
and where a powerful but
neutral cleanser is required.

LIQUID SOAP BASE

High concentration—sparkling clear—Makes up a soft velvety liquid soap at a low cost

LIQUID SOAP DISPENSERS

Here are two patented simple
and practical machines that are
fool-proof. Guaranteed 10 years.



CLIFTON CHEMICAL CO., Inc.

Clifton Building
248 FRONT STREET - NEW YORK



Theatre Spray Perfumes

WHETHER you make an alcoholic or non-alcoholic spray, we are in position to supply you with the right kind of perfume oil. In addition to the regular flower types, these may be had in a wide variety of interesting bouquet odors. *In which are you interested?*

Do you want an inexpensive perfume or a real quality odor? Prices, ranging from \$2.50 to \$7.50 a pound, certainly should fit, no matter what your requirements are.

Shall we submit samples?

Sole Representative of

Bertrand Freres, S. A.

GRASSE

FRANCE

P. R. DREYER

26 CLIFF STREET

NEW YORK

Sole Selling Agent for

NORD AFRICAN

COMMERCIAL

Alger, Africa

Oil Geranium

H. RAAB & CO.

Roermond, Holland

Artificial Musks

PAOLO VILARDI

Reggio Calabria, Italy

Messina Essences

VANILLIN FABRIK
Hamburg, Germany
Aromatic Chemicals

Continental Can Company, Inc.



We specialize in
the manufacture
of Cans for

FLY SPRAYS
POLISHES
SOAP
GLYCERINE

CHICAGO - JERSEY CITY - DETROIT

New York, Syracuse, Baltimore, Canonsburg, Pa., Clearing, Ill., Los Angeles

Say you saw it in SOAP!

Temperature in Can Leakage

In discussing leakage of volatile oil products from cans in storage, The Candle, published by the Giles Can Co., Chicago, makes the following comments: "To prevent leakage by expansion of product, fill all cans at a higher temperature than they will be subjected to later. Most any packer at small expense can provide equipment for passing oils through coils in a hot water tank before filling the cans."

"Light volatile oils used in the preparation of cleaning fluids, etc., are usually stored in underground tanks until they are ready to be packed in small containers.

"The temperature of the underground tanks is considerably lower than the temperature of the filling room. Thus in the readjustment of temperatures the oils expand and create internal pressure in the small containers.

"Should the containers be stored on their side with the oils in contact with the closure the internal pressure is usually sufficient to lift the closure and cause leakage.

"In a recent test in the Laboratory of the Giles Can Co., seven pint cans were filled with Naphtha at 50° and then held in a room of 70° to 72° for 24 hours—all showed leakage. Seven other pint cans were filled at 160° and held in the same room for a like length of time—none showed leakage. The cans filled at the low temperature developed considerable internal pressure while those filled at a higher temperature showed no evidence of pressure."

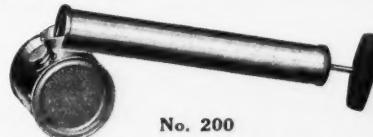
Producing Derris in Sumatra

Derris root is being cultivated in increasing quantities on the East Sumatra plantations of the Sumatra Caoutchouc Co., although the production has not reached the volume anticipated in 1925. In 1926, about 60 tons were produced on the plantations and the 1927 production is expected to exceed 100 tons. The company has large areas already planted with specially selected plants, and has definite plans to extend the production of those varieties of derris elliptica which are known to yield the greatest amount of derrid, the active principle. Although many varieties of this plant grow wild along the rivers of Sumatra and Malaya, only one or two contain the proper extract. With this fact in mind, the company intends to carry on the extraction process on the estates and eventually market the prepared product under their own name thus assuring buyers that the article is from the proper variety of root and, therefore, effective.

The plan to prepare the extract on the estate



Put your sprayer problem up to the largest factory in the world manufacturing hand-operated sprayers and planters exclusively. Our fifty years' experience will guide you aright. If our large line does not include what you want, we will design a sprayer to your specifications, and it will be RIGHT.



No. 200



No. 350



No. 335

Four Improvements

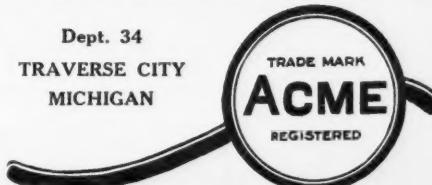
Our new No. 200 Sprayer has four distinct improvements. There is a drip cup that keeps liquid from dripping on the floor or the person. The air and spray tubes are co-ordinated to produce a mist or fog that hangs in the air longer. Special processed leather plunger cups take hold instantly and give full spray volume. A vent in the can screw prevents siphoning and leakage when not in use.

Every Acme is thoroughly tested and fully guaranteed.

Write for samples and prices

POTATO IMPLEMENT CO.

Dept. 34
TRAVERSE CITY
MICHIGAN



PYRETHRUM

If your problem concerns pyrethrum in any form—
our analytical and research laboratories are at your
service.



DEPENDABLE - GUARANTEED - SERVICE

Member



by leaders in Pyrethrum Products
for almost half a century

M'CORMICK & CO INC BALTIMORE
MARYLAND

**CRESYLIC
ACID**

**CRESOL
U. S. P.**

**CREOSOTE
OILS**

Coal Tar Products

WM. E. JORDAN & BRO.
2590 Atlantic Avenue, Brooklyn, N. Y.
Telephone: Glenmore 7318-7319

INSECT POWCO POWDER
BRAND

REG. U. S. PAT. OFF.

*We handle PYRETHRUM exclusively.
Therefore we are true Specialists.*

**POWCO BRAND Insect Powder is your assurance of
definite and consistent quality. Why take a chance?**

JOHN POWELL & CO., INC. 12 WATER ST., NEW YORK

Say you saw it in SOAP!

is further justified by the great savings in transportation charges effected by exporting the concentrated extract instead of the bulky bales of roots. At one time, it was believed that the roots lost their potency during the long transit to Europe and the United States, but reliable authorities now contend that the passage of reasonable length of time, does not impair the effectiveness. In any event, however, the exportation of the extract rather than the roots is the logical procedure and will doubtlessly serve to increase the world consumption of the product.

The Sumatra Caoutchouc Co. has a selling agent in London for sales made in Great Britain only but is not represented in the United States. The organization hopes to develop direct relations with some large concern to handle all sales in the United States and invites inquiries from any concern who might be interested. (The address of the Sumatra organization may be obtained by addressing the Chemical Division of the Department of Commerce.)



Idico Corp., New York, has appointed the Sanico Chemical Corp., 621 Broadway, New York, sole agents in New York and New Jersey for the sale of Idico Regulizors.

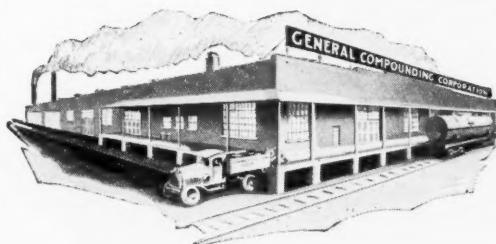
CLASSIFIED ADVERTISING

Wanted—Local distributors to handle a line of high grade disinfectants and insecticides. Powdered Calphene disinfectant, disinfectant cleanser, sweeping compounds, lice and flea killers, etc. Communicate with Lebanon Chemical Co., Lebanon, Pa.

For Sale—One complete fatty acid distilling plant, two complete C. P. glycerin distillation plants, two dust filling machines. For details, write to Acme Oil Corp., 189 No. Clark St., Chicago.

Insecticide Man—Plant superintendent who for the past eight years has been in charge of manufacturing a full line of household and agricultural insecticides, wishes to make new connection. Demonstrated initiative, ability to handle labor and plant completely. Developed number of new products. Address Box 220, care SOAP.

DISINFECTANTS in bulk



PINE OIL and COAL TAR DISINFECTANTS
CRESOL COMPOUNDS - LIQUID SOAPS
INSULATING COMPOUNDS - INSECTICIDES

WE ARE specialists in the manufacture of bulk products for the trade, either standard stock products or your own private formulas. In tank cars, drums, or packed in smaller units with your own labels. Stored and shipped direct for you if desired. A complete manufacturing and shipping service for jobbers, distributors and manufacturers.

General Compounding Corporation

Central Avenue and 79th Place

(Glendale)

Brooklyn, N. Y.



Member



SOAP MACHINERY FOR SALE

*Sensational Offerings of Soap Machinery
in Guaranteed First-Class Working Condition*

Dryers

Two Proctor & Schwartz Large Roll Soap Chip Dryers complete.
Three Proctor & Schwartz Soap Chip Dryers with five Chilling Rolls.
Proctor & Schwartz Bar Soap Dryers.

Soap Cutters

Houchin-Aiken, Dopp & Doll Steam Jacketed Crutchers, 1000#, 1200#, 1350#, 1500#, 1800#, 3000#, 6000#, and 10000# cap.
Crutchers for floating soaps.

Soap Presses

Jones, Machinery Designing & Ralston Automatic Presses for toilet and laundry soap.
Dopp, Crosby & Empire Foot Presses.
Scouring Soap Presses.

Grinders & Mixers

Day Jacketed Marshmallow Mixers, Pony Mixers, Talcum Powder Mixers, Rouge Mixers, Ointment Mill, etc.

Schultz-O'Neill Mills.

Soap Cutting Tables

Houchin-Aiken Steel Automatic Table with self-spreader & extra headers.
Wooden Tables with and without self-spreader attachments.

Soap Slabbers

Houchin-Aiken, Curtis-Davis, Dopp & Newman's Hand and Power Slabbers.

Send us a list of your surplus equipment — We buy single items or complete plants

NEWMAN TALLOW & SOAP MACHINERY CO.

1051-1059 WEST 35TH STREET

Telephone—Boulevard 1650-1651

CHICAGO, ILL.

FOR IMMEDIATE LIQUIDATION

These Items Priced to Sell Quickly!

CRUTCHERS—2-Jack, Vert. Steel.

CHIPPERS AND SLABBERS—1-6-Knife Chipper, 22" dia. 2-Slabbers, Huber & Houchin-Aiken.

DRYER—1-Houchin-Aiken Soap Chip Dryer 1200# per hr.; complete with chilling rolls.

ENGINES—6-Steam Engines, 15 to 65 H.P.

BOILERS—6-25 to 150 Horiz. and Vert. 6-25 to 150 H. P. Horiz. and Vert.

EVAPORATOR—1-Garrigue Glycerine 48" dia., 3 section, complete with salting out pan, pumps, etc.

FILTER PRESSES—8-Filter Presses, Iron, 18 24, 30, 36 and 42 in. sq.

FRAMES—1200 and 1500# capacity; steel sides.

STONE MILLS—1-18" x 24", 4 roll.

MIXER—1-Broughton, size 2, Style A. 2000# Soap Powder Mixer; 3 100 to 1000#.

PRESSES—2 Houchin-Aiken Foot Presses; Empire State; 1 Jones Automatic; 1 Thos. Albright 300 ton Tankage Press complete with pump.

PUMPS—4 Worthington Duplex Steam; 9 Centrifugal and Rotary, Iron.

PLODDERS—4 6", 8" and 10" Houchin-Aiken.

TANKS AND KETTLES—30 Jack, Iron Kettles, 40-2000 gals.; 29 Steel Storage Tanks, 100-12000 gals.; 10 Copper and Alum. Jack, Kettles, 10 to 200 gals.; 4 Vert. Copper Storage Tanks, 1400 gals.

**TWO SMALL COMPLETE PLANTS
FOR SALE!**

We are always in the market for good machinery from single items to complete plants!

STEIN-BRILL CORP.

25 CHURCH STREET

PHONE! New York City WRITE!
Phones—Rector 3168-9

CONSULTING CHEMIST

Since 1914

Specializing in

Oils - - Soaps

Insecticides

Disinfectants

Polishes

and Allied Products

Can solve your problems, eliminate your difficulties, develop new products and processes, conduct chemical analyses, practical research and factory control. A complete technical service by a qualified expert at moderate fees.

LLOYD A. HALL

Consulting Chemist

934 W. Huron St., Chicago

Say you saw it in SOAP!

